

AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS



NEW YORK METRO

2024-2025

ASID

Engagement Opportunities



Who We Are

The American Society of Interior Designers (ASID) advances the interior design profession and communicates the impact of design on the human experience.

The ASID NY Metro Chapter elevates the interior design community to positively impact all. We highlight the valuable contributions interior designers offer to society.

- Our chapter's focus involves educating and empowering our interior design community to excel in dynamic ways.
- We seek to nurture our community and foster industry relationships that are career-long.
- We guide interior designers in discussions about important topics, such as small-business solutions, growing a firm, technology, marketing & PR, as well as evidence-based and human-centered design, social responsibility, well-being, sustainability, and design equity.
- We collaborate and partner with brands, firms, and practices to promote the value of interior design and strengthen the ties within the NY Design Community and beyond.
- We offer tailored career-stage programs, ranging from educational events to tours, and networking opportunities to exclusive curated trips to engage members effectively.

New York Metro by the Numbers:

As one of the largest chapters in the country, we make an impact! 36.5K+ Instagram followers, and counting, from design-centric cities like New York, Los Angeles, London, Chicago, and more.

904

Active Members

70

Average Event
Attendance

40+

Direct Engagement
Opportunities/Year

50%

Email Open Rate

\$1.6B

Buying Power of ASID NY Metro Chapter Designer Members

Join ASID!

Becoming a member* of the NY Metro Chapter is a rewarding and valuable investment with an easily achievable ROI. An Affiliate Member may connect one representative from their company to the ASID NY Metro Chapter for \$549/year in dues. For the same representatives only, one additional chapter may be added for \$200/year extra. Industry Partners (dues determined by revenue size) may connect more than one representative from their company to the ASID NY Metro Chapter.

ASID Affiliate members and Industry Partners seek to raise the professional level of interior design practice through participation in and support of programs and other activities. Through interactions with ASID professionals, ASID Industry Partners can expand their knowledge of the practice and increase their share of the marketplace.

*Membership represents an additional fee that is paid directly to the ASID National office, separate from the NY Metro Chapter

Please contact the NY Metro Chapter Administrator at adminstrator@nymetro.asid.org to become a sponsor.

This Engagement Opportunities Package is valid through September 30, 2025.

Engage with Us

ASID NY Metro proudly offers a diverse range of engagement opportunities at the chapter level through events, education, mentorship, networking and publications. Our engagement tiers – Diamond, Platinum, Gold, Silver, and Bronze – offer a spectrum of possibilities for brands at every budget to foster industry connections and gain access to highly active specifiers who are designing the residences and commercial interiors of tomorrow. From thought-provoking events to exclusive tours, each tier allows for brands to reach designers in a meaningful, productive way that maximizes brands' ROI.

***Partnering with ASID NY Metro isn't just an engagement;
it's an opportunity to amplify the voice of design along with your brand.***



Overall, ASID NY Metro's mission is to enhance interior design's significance, prepare professionals for industry changes, and facilitate diverse opportunities for education, collaboration, and growth.

Our Committees & Community

Within our network, we have a number of committees which cater to a wide range of interests and expertise, each committed to enhancing the design community and our members' professional growth. These include:

- Advocacy
- Communications
- Community Outreach
- Diversity, Equity & Inclusion
- Students
- Events
- Health, Wellness & Sustainability
- Membership
- Member Experience
- Emerging Professionals

Join us on this inspiring journey of design, connection, and community. Let's create a legacy together that transcends spaces and leaves an indelible mark on the world.

Please contact the NY Metro Chapter Administrator at adminstrator@nymetro.asid.org to become a sponsor.

This Engagement Opportunities Package is valid through September 30, 2025.



Sponsorship Levels*

	Diamond \$20,000 2 available	Platinum \$10,000 2 available	Gold \$7,500 4 available	Silver \$5,000 8 available	Bronze \$3,125 7 available
Host an Engagement Opportunity <i>(See next page)</i>	2	1	1	1	1
Recognition at all Chapter Meetings	✓	✓	✓	✓	✓
Logo in Monthly E-Newsletter	✓	✓	✓	✓	✓
Logo on NY Metro homepage <i>(linked to your website)</i>	✓	✓	✓	✓	✓
DESIGN Magazine Presence <i>(Bi-Annual Publication)</i>					
<i>Logo on Chapter Sponsor Listing Page</i>	✓	✓	✓	✓	✓
<i>Advertisement in One (1) Issue</i>	Full Page	1/2 Page	1/4 Page	1/4 Page	
<i>Sponsored Content Article in One (1) Issue</i>	✓				
Annual Member Directory Presence <i>(Print & Digital)</i>	Full Page Advertisement	1/2 Page Advertisement	1/4 Page Advertisement	Listing as Chapter Sponsor	Listing as Chapter Sponsor
Number of Marketing Engagements <i>Sponsor chooses any combination of the following:</i> <i>Eblast to Membership via ASID email</i> <i>Instagram Post</i> <i>Instagram Reel (content provided by sponsor)</i>	5	4	3	2	1
Banner Advertisement in Monthly E-Newsletter	4-Month Run	3-Month Run	2-Month Run	1-Month Run	

*Sponsorships are effective at the 1st day of each quarter and run for 1 year.

A la Carte Engagement Opportunities:

	Member	Non-Member
E-Blast to Membership	\$500	\$1,000
Banner Advertisement in Monthly E-Newsletter	\$250	\$400
Single Event Sponsorship	\$1,250 plus F&B	\$2,000 plus F&B
Instagram Spotlight Package <i>Feature your newest products with an in-feed post and up to 5 images.</i>	\$250	\$400
Instagram Reel Package <i>Utilize Instagram Reels (30-90 second videos) to present your products dynamically and convey your brand ethos.</i> <i>* Finalized Reel content to be provided by brand.</i>	\$350	\$550

ASID NY Metro reserves the right to charge an admission fee for events. All sponsors must be active ASID Industry Partner members, unless opting for an a la carte sponsorship offering.

Please contact the NY Metro Chapter Administrator at adminstrator@nymetro.asid.org to become a sponsor.

This Engagement Opportunities Package is valid through September 30, 2025.

ASID NY Metro prioritizes engagement opportunities for our top level sponsors first, to ensure that all sponsors receive the best possible exposure and benefits for their sponsorship level.

Engagement Opportunities

October

- Annual General Meeting

November

- November Chapter Meeting
- Bi-Annual CEU Summit (4-6 opportunities available)

December

- Holiday Party

January

- January Chapter Meeting - Paris Experience Kickoff
- Student Career Day
- Paris Experience Trip (Maison&Objet & Déco-Off)

February

- February Chapter Meeting

March

- March Chapter Meeting - Paris Experience Recap
- Bi-Annual Equity in Design Summit

April

- April Chapter Meeting - Milan Experience Kickoff
- Milan Experience Trip (Milan Design Week)

May

- May Chapter Meeting
- Kips Bay Showhouse Tour
- NYCxDesign TradeShow & Showhouse

June

- June Chapter Meeting - Milan Experience Recap
- Membership Experience NYC Tour

July

- Bespoke Summer Community Event

August

- Holiday House Hamptons

September

- September Chapter Meeting

A la Carte Engagement Opportunities

Opportunities include, but are not limited to:

- High Point Virgins & Veterans Tour
- Emerging Professionals Showroom Crawl - \$500
- Student Design Challenge - Provide F&B
- Bi-Annual CEU Summit - \$750—\$5,000
- Paris Experience Trip (Maison&Objet & Déco-Off) - \$500
- Bi-Annual Equity in Design Summit - \$500—\$10,000
- Milan Experience Trip (Milan Design Week) - \$500—\$5,000
- Kips Bay Showhouse Tour
- NYCxDesign TradeShow & Showhouse - \$500—\$5,000
- Membership Experience NYC Tour
- Past President's Forum - Provide F&B
- Board of Directors Strategic Planning Meeting - Provide F&B

Additional Opportunities can be discussed ie. Community Service Projects, Community Events, Tours, Branded Events

ASID NY Metro reserves the right to charge an admission fee for events. The NY Metro Chapter retains the ultimate authority for scheduling and content approval for all events, at the discretion of the Board of Directors.

Please contact the NY Metro Chapter Administrator at adminstrator@nymetro.asid.org to become a sponsor.

This Engagement Opportunities Package is valid through September 30, 2025.