

ASID NY Metro Sponsorship Opportunities

2017 – 2018

AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS



NEW YORK METRO



At the ASID NY Metro Chapter, we are always seeking ways to enhance the opportunities for our Industry Partners and Chapter Sponsors for rich and effective engagement with our members!

We realize the importance of hosting major chapter events to draw the maximum number of members into showrooms enhancing the connection to the dynamic ASID-NY Metro community, present new products, and support brand identity. An array of offerings is outlined in this package, but we remain open to discussing other event ideas that would provide better benefit for your brand!

The sponsorship levels provide a combination of the following opportunities:

- Hosting Member Events
- Hosting Board Meetings
- Hosting CEU Events
- VIP Tour at High Point
- Design Magazine and Social Media advertising

ASID NY Metro Chapter offers three levels of sponsorship, PLATINUM, GOLD, and SILVER. Also offered are the Affiliate Program as well as an option to participate in Media Advertising on an a la carte basis.

In a new initiative, ASID NY Metro has included student memberships in the sponsorship packages, allowing for a real and direct connection to the designers and shoppers of the future!



PLATINUM LEVEL

\$10,000

Events: *The Platinum Level Sponsorship package offers the opportunity to host a variety of events with ASID NY Metro. You may host one of each or you may choose the most fitting for your brand.*

- Priority to Host Major Chapter Event (Choose One):
 - Annual Meeting/ DESIGN Awards – 90-120 attendees
 - Holiday Party – 150 + attendees
 - Summer Social – 150 + attendees
 - Valentine's Day Party – 90-120 attendees
- Host Board Meeting Events
- Host CEU events at Showroom
- Priority Host VIP Tour at High Point Market or CEU during building wide DESIGN Summit at showroom
- Priority to host breakfast, lunch, or cocktail reception during either the VIP Tour at High Point Market or the DESIGN Summit at the A&D Building
- Host Student Showroom Tour

DESIGN Magazine and Social Media: *DESIGN Magazine published by ASPIRE has a new distribution of 5000+ industry members, including but not limited to ASID NY Metro designers, students and industry partners.*

- Sponsored Content Article
- 1- Full Page Spotlight in DESIGN
- Company Logo in each quarterly issue
- Instagram Takeover
- Chapter Website Listing
- Six promotional e-blasts to the membership (*Three graphics max.*)
- Complimentary enrollment to the ASID NY Metro Affiliate Program

Editor At Large Coverage: We will retain Editor at Large to cover an event of your choice. The event recap will be promoted via various ASID social media platforms, and your brand will receive extended exposure. The EAL content may be used freely for your own PR & Marketing.

GOLD LEVEL

\$7,500

Events: *The Gold Level Sponsorship package offers the opportunity to host a variety of events with ASID NY Metro. You may host one of each or you may choose the most fitting for your brand.*

- Host Major Chapter Event (Choose One):
 - Annual Meeting/ DESIGN Awards – 90-120 attendees
 - Valentine’s Day Party – 90-120 attendees
- Host Board Meeting Events
- Host CEU at Showroom
- Host VIP Tour at High Point Market or CEU during building wide DESIGN Summit, at showroom- *Limited spots available, please let us know if interested.*
- Host Breakfast, Lunch, or Cocktail reception during (VIP Tour at High Point Market or the DESIGN Summit at the A&D Building) *Limited spots available, please let us know if interested.*
- Host Student Showroom Tour

DESIGN Magazine and Social Media: *DESIGN Magazine published by ASPIRE has a new distribution of 5000+ industry members, including but not limited to ASID NY Metro designers, students and industry partners.*

- Sponsored Content Article
- 1- Half Page Spotlight in DESIGN
- Company Logo in each quarterly issue
- Instagram Takeover
- Chapter Website Listing
- Four promotional e-blasts to the membership (*Two graphics max.*)
- Discounted enrollment to the ASID NY Metro Affiliate Program - \$250

Editor At Large Coverage: We will retain Editor at Large to cover an event of your choice. The event recap will be promoted via various ASID social media platforms, and your brand will receive extended exposure. The EAL content may be used freely for your own PR & Marketing.

SILVER LEVEL

\$5,000

Events: *The Silver Sponsorship package provides the opportunity to host a variety of events with ASID NY Metro. You have the option to host one of each or you may choose the most fitting for your brand.*

- Host Board Meeting Events
- Host CEU at Showroom
- Host VIP Tour at High Point Market or CEU during the DESIGN Summit at the A&D Building, at showroom- *Limited spots available, please let us know if interested.*

DESIGN Magazine and Social Media: *DESIGN Magazine published by ASPIRE has a new distribution of 5000+ industry members, including but not limited to ASID NY Metro designers, students and industry partners.*

- Sponsored Content Article
- 1 - Quarter Page Spotlight in DESIGN
- Company Logo in each quarterly issue
- Chapter Website Listing
- Two promotional e-blasts to the membership (*One graphic max.*)
- Discounted enrollment to the ASID NY Metro Affiliate Program - \$500



AFFILIATE PROGRAM

\$2,500

This program is being introduced by ASID NY Metro so that our ASID NY Metro Industry Partners can connect with our ASID chapter members directly by offering special discounts on services and products.

Affiliate Opportunities

- Direct link to company website from the ASID NY Metro (Affiliate Tab)
- Company listed in an edition of the ASID NY Metro DESIGN Magazine under Affiliates with description of special ASID program
- Company name in the ASID NY Metro directory as an "ASID NY Metro Affiliate"
- Inclusion in E-Blasts to all members regarding the affiliate members and benefits
- Official certificate to display in show rooms or offices
- Current ASID NY Metro sponsors receive a discounted rate

Registration

- Open enrollment. 1-Year term.

Media and Advertising

à la carte

DESIGN Magazine 'Advertorial' Article \$2,000.00

Presenting your products and providing our members with important technical knowledge (250 – 400 words). *(For ASID NY Metro Members only)*

DESIGN Magazine Product Feature \$2,000.00

We will feature images provided by you of your products and a brief description with your company information. *(For ASID NY Metro Members only)*

DESIGN Magazine Sponsored Spotlight *(For ASID NY Metro Members only)*

Use ads in ASID NY Metro's quarterly magazine, DESIGN, to reach out to our members to inform them about your services and/or present your latest product.

1 Full Page Ad	\$2,000.00
1 Half Page Ad	\$1,050.00
1 Quarter Page Ad	\$ 600.00

NY Metro News - Monthly E-News Letter

1 Banner Ad	\$1,000
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Social Media *(For ASID NY Metro Members only)*

Editor at Large Event Coverage Recap	\$ 795.00
Editor at Large Video	\$5,000.00
Instagram Takeover	\$1,000.00

E-Blast & Mailing Lists

2 E-Blasts	\$1,000 (One graphic)
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Mailing List Rental ASID NY Metro Members: \$500, Non-Members: \$750

Mailing List Rental: The rental must go through a third- party mailing house or marketing company. All mailing list rentals for physical items are for one-time-use only. Printing and mailing costs are not included in our rental fee.

SPONSORSHIP QUICK-FACTS

LEVEL:	Platinum \$10,000	Gold \$7,500	Silver \$5,000	Affiliate \$2,500	Media/Advertising a la carte
EVENTS					
Member Event Hosting	Choice from 4 major events	Choice from 2 major events	No	No	No
Board Meeting Hosting	Yes	Yes	Yes	No	No
CEU at Showroom	Yes	Yes	Yes	No	No
High Point Participation	VIP tour or CEU Priority Breakfast, Lunch or Cocktails – Priority	VIP tour or CEU Limited Breakfast, Lunch or Cocktails – Limited	VIP tour or CEU Limited Breakfast, Lunch or Cocktails – Limited	No	No
Student Showroom Tour	Yes	Yes	No	No	No
PRINT MEDIA / ADVERTISING DESIGN MAGAZINE					
Sponsored Content Article	Yes	Yes	Yes	No	\$2,000 each
Spotlight in Design	Full Page	½ Page	¼ Page	No	\$600-\$2,000
Company Logo Each Issue	Yes	Yes	Yes	Listed	No
SOCIAL MEDIA / ADVERTISING					
Instagram Takeover	Yes	Yes	No	No	\$1,000
Chapter Website – Listing	Yes	Yes	Yes	Link	No
Promotional E-Blasts	Six (3 Graphic)	Four (2 Graphic)	Two (1 Graphic)	Inclusion	\$1,000/Two (1 Graphic)
Discount Affiliate Program	Complimentary	\$250	\$500	No	No
Editor at Large Recap	Yes	Yes	No	No	\$795
Editor at Large Viceo	No	No	No	No	\$5,000
Mailing List Rental	No	No	No	No	\$500 / \$750 Member/ Non-Memeber



SPONSORSHIP ENROLLMENT

2017-2018

Name of Organization:

Address:

Contact:

Email:

Phone:

SPONSORSHIP LEVEL:

(Annual)

Platinum

\$10,000

Gold

\$7,500

Silver

\$5,000

Affiliate

\$2,500

MEDIA/ADVERTISING:

(a la Carte)

DESIGN Advertorial

\$2,000

DESIGN Product Feature

\$2,000

DESIGN Sponsor Spotlight

Full Page

\$2,000

½ Page

\$1,050

¼ Page

\$600

E-News Letter Banner Ad

\$1,000

EDITOR-AT-LARGE

Event Recap

\$795

Video

\$5,000

EMAIL BLASTS (2)

\$1,000

INSTAGRAM TAKEOVER

\$1,000

MAILING LIST RENTAL *

Member

500

Non-Member

750

* via third-party mailing house

PLEASE MAIL COMPLETED FORM AND CHECK TO:

ASID NY METRO - ATTN: Sponsorships

909 Third Avenue, #765 New York, New York 10150