



2022 SPONSORSHIP MARKETING OPPORTUNITIES

Are you looking for ways to market your business, products, or services to the interior design community in New England? ASID New England's Chapter Sponsorship Program can help you reach 500+ members and other designers from throughout the five-state region.

Our sponsorship program is essential to providing our members with timely and affordable programs and resources. In exchange for your financial support, our chapter will provide you with numerous opportunities to highlight your company, share your marketing messages, and connect with interior designers. We will also offer networking opportunities that we hope will help you develop meaningful business relationships.

The sponsorship breakdown below outlines the various benefits at each level of sponsorship.

We hope you will find value in promoting your business while helping ASID New England continue to advance the profession of interior design locally.

Your annual sponsorship is a one-time pledge for the 2022 calendar year. To make the most of this opportunity, we recommend that you secure your sponsorship by Friday, December 17, 2021.

For more information, please contact us via email at administrator@ne.asid.org or by phone at (978) 674-6210. To secure your sponsorship, visit www.ne.asid.org and click on **Chapter Sponsorship**.

Important Details:

- All Sponsors must be active Industry Partner (IP) members.
- IP Membership is an additional cost that is paid to the ASID national office, separately from the ASID NE Chapter Sponsorship program.
- ASID NE reserves final approval rights of any and all programming and content being co-branded or promoted to ensure compliance with chapter policies.
- As a 501(c)6 non-profit membership association, ASID NE is not a charity and therefore sponsorships do not qualify as tax-deductible donations.

ANNUAL SPONSORSHIP PROGRAM

	PLATINUM \$10,000	GOLD \$7,500	SILVER \$5,000	SUPPORTER \$2,500	FRIEND \$1,000
Logo on our homepage with a link to your website Visitors to our website won't miss the prime placement of your logo on our homepage. Logos are displayed in order of the level of support.	✓	✓	✓	✓	✓
Logo in our Tuesday Times email blast with a link to your website This email blast is sent out every Tuesday to 600+ members. It features content related to ASID and the New England Chapter as well as information about industry partner events.	✓	✓	✓	✓	✓
Logo in our News at Noon email blast with a link to your website This email blast is sent out every Friday to 600+ members. It features content related to ASID and the New England chapter.	✓	✓	✓	✓	✓
Company Spotlight email blasts sent to all members Do you have something you want to share with interior designers from throughout New England? You provide the images and text, and we'll deliver it to our members!	6	4	3	2	
Articles posted on our website and shared on social media Show off your industry expertise by writing an article of interest to you or your company. We'll publish it on the homepage of our website and also share with our followers on social media.	6	4	3	2	1
Full-page ads in our quarterly digital magazine Reach interior designers with this prime advertisement placement in our digital magazine.	4	3			
Half-page ads in our quarterly digital magazine Reach interior designers with this prime advertisement placement in our digital magazine.			2	1	
Quarter-page ads in our quarterly digital magazine Reach interior designers with this prime advertisement placement in our digital magazine.					1
Welcome remarks given at our virtual programs Greet attendees at one of our virtual programs by providing welcome remarks about your company, products, and services.	5 minutes, 4x	2 minutes, 3x	2 minutes, 1x		
Social media posts recognizing your company as a sponsor, with links to your website Reach our 4,000+ social media followers throughout the year. We'll share your company name, logo, and a link to your website across our social media channels.	6	4	2	1	
Opportunity to host a co-branded program Do you have an educational program you want to deliver to our members? You lead the program, and we'll help you market it! You may also co-brand the program as being co-presented by ASID New England.	2	1			
Opportunity to host a focus group session with our Board of Directors What better way to test the market than with your own focus group? Our Board of Directors will meet with your company to answer your questions and provide insights to help you better reach interior designers from throughout New England.	1				

A LA CARTE ADVERTISING

	Member	Non-Member
Full-page ad in quarterly digital magazine	\$500	\$1,000
Half-page ad in quarterly digital magazine	\$375	\$750
Quarter-page ad in quarterly digital magazine	\$250	\$500
Sponsored social media post to 4,000+ followers	\$500	\$1,000
Company spotlight email blast sent to 600+ members	\$250	\$500