



2023 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.

The annual sponsorship is for the 2023 calendar year, January 1, 2023-December 31, 2023. Sponsors may register at any time from today through 2023. Maximize your benefits by registering early. Secure your sponsorship by September 30, 2022 early bird deadline and receive additional benefits in Q4 2022. Additional benefits available September 30, 2022-December 31, 2022 include:

- Recognition at all in-person events
- One company spotlight email blast sent to all members
- One social media post recognizing your company, includes link to your website

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.

SPONSORSHIP TERMS & CONDITIONS:

The following terms apply to and are part of the contract between the sponsor ("Sponsor") and ASID New England ("ASID NE") for the 2023 Annual Sponsorship Program. Materials due within 30 days of registration as a sponsor. All payments are due in full by January 31, 2023. Sponsorships cannot be shared. Due to the nature of sponsorships and the benefits received, cancellations are not accepted. No refunds will be provided and full payment is required. ASID NE, its agents, and employees will not be liable for failure to hold any events as scheduled. If any event is relocated, delayed, or converted to a virtual format by ASID NE, all reasonable efforts will be made to accommodate sponsors in the revised location, dates, and/or format, solely at ASID NE's discretion.



ANNUAL SPONSORSHIP PROGRAM

| | PLATINUM \$10,000 | GOLD \$7,500 | SILVER \$5,000 | SUPPORTER \$2,500 | FRIEND \$1,000 |
|---|----------------------|-----------------|-------------------|----------------------|-------------------|
| Logo on homepage with link to your website | ✓ | ✓ | ✓ | ✓ | ✓ |
| Banner advertisement in weekly newsletter | 1 Month Run | 2 Week Run | | | |
| Logo in weekly newsletters with link to your website | ✓ | ✓ | ✓ | ✓ | ✓ |
| Company spotlight email blasts sent to all members | 4 | 3 | 2 | 1 | 1 |
| Articles posted on our website and shared on social media | 4 | 3 | 2 | 1 | 1 |
| Social media posts recognizing your company as a sponsor, with links to your website | 4 | 3 | 2 | 1 | |
| Opportunity to host a co-branded program | ✓ | ✓ | ✓ | | |
| Recognition at all in-person events | ✓ | ✓ | ✓ | | |
| ASID New England will pay for an ASID local industry partner membership (\$535 annual dues + \$100 one-time application fee) The firm/individual must submit a membership application to ASID at https://www.asid.org/belong/apply/industry-partners . Following approval and payment through ASID, the ASID New England Chapter will reimburse the firm for the local industry partner membership upon submission of required documentation to ASID NE. Reimbursement coordinated via ASID NE chapter administrator. | ✓ | ✓ | ✓ | | |
| <i>One-time new benefit in 2023 for those who do not currently have an ASID industry partner membership (a requirement to be a chapter annual sponsor)</i> | | | | | |
| Opportunity to host a Board of Directors meeting followed by a focus group with Board of Directors members | ✓ | | | | |
| Special sponsorship award of \$500 will be awarded to an ASID Student Member under your company name with the chapter. ASID NE will provide candidate essays for your representative to choose a winner | ✓ | | | | |
| Ability to send paper brochure or flyer to our members by snail mail Your company will be allowed a one time use of ASID New England's mailing list and can work with a third party mail house to send a one time promotional item to members. | ✓ | | | | |

A LA CARTE ADS AND SPONSORSHIPS

| | Member | Non-Member |
|--|---------|------------|
| Sponsored social media post to 4,000+ followers | \$500 | \$1,000 |
| Company spotlight email blast sent to 600+ members | \$250 | \$500 |
| Single event sponsorship (event options available throughout 2023) | \$3,000 | \$4,000 |