AMERICAN SOCIETY OF INTERIOR DESIGNERS
NEW ENGLAND

2027 ANNUAL & À LA CARTE SPONSORSHIP PROGRAM

Are you **seeking effective ways to promote your business, products, or services to the interior design community in New England?** The ASID New England Chapter's sponsorship program offers you the chance to reach over 500 members, plus many more designers across the five-state region.

By becoming a sponsor, you'll help us provide essential programs and resources to our members, while we offer you multiple opportunities to showcase your company, amplify your marketing messages, and connect with industry professionals. Our sponsorship program also includes valuable networking opportunities designed to foster meaningful business relationships.

This prospectus outlines the benefits available at each sponsorship level. To maximize your exposure, all platinum, gold, silver, and media partner sponsorships must be secured by February 28, 2027. All other sponsorships and advertising options are available throughout 2027.

We invite you to take advantage of this opportunity to grow your business while supporting the interior design profession.

For more information, contact us at administrator@ne.asid.org or **978-674-6210**.
To secure your sponsorship, visit ne.asid.org and click on **Chapter Sponsorship**.

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	PLATINUM $10,000	GOLD $7,500	SILVER $5,000	SUPPORTER $3,000	MEDIA PARTNER $2,000
EXCLUSIVITY	1 Sponsorship Available	2 Sponsorships Available			2 Sponsorships Available for Media Companies or Publications
Logo on homepage with link to your website	✓	✓	✓	✓	✓
Banner advertisement in bi-weekly newsletter*	12 Month Run	6 Month Run	3 Month Run		
Logo in bi-weekly newsletters with link to your website	✓	✓	✓	✓	✓
Company spotlight email blasts sent to all members* **Articles posted on our website and shared on social media*** **Social media posts recognizing your company as a sponsor, with links to your website***	4	3	2	1	1
Complimentary job posting to the ASID NE Career Center	2	1	1		
Opportunity to host one co-branded program *(sponsor provides venue and/or speaker(s); logo/name included in event marketing)*	✓	✓			✓
Opportunity for your showroom/venue to be used for an ASID NE event, includes promotional social media reel			✓		
Branded materials provided at all events *(e.g., cocktail napkins, etc.)*	✓				
Verbal recognition at all in-person events	✓	✓	✓	✓	✓
$500 Student scholarship awarded in your company's name, along with the chapter	✓				
One-time use of chapter mailing list to send direct mail* *(list provided to 3rd party/printer)*	✓				
Complimentary tickets for each ASID NE-hosted event in the 2027 sponsorship year	2 Tickets Per Event	1 Ticket Per Event	1 Ticket Per Event		1 Ticket Per Event

**Sponsors are required to submit content in order to receive these benefits.*

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À LA CARTE **ADS & SPONSORSHIPS**

	MEMBER	NON-MEMBER
CEU Sponsor	$250	$750
Company Spotlight Email Blast	$250	$750
Sponsored Social Media Post	$500	$1,000
Advocacy	$1,500	$2,000

À LA CARTE **EVENT SPONSORSHIPS**

	MEMBER	NON-MEMBER
Event Sponsor	N/A	$7,500
Event Support Sponsor *(included but not limited to: photography, food & beverage, decor, florals, CEUs)*	$2,000	$2,500

Interested in custom sponsorships? Contact us to explore a custom sponsorship or advertising opportunity!

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SPONSORSHIP TERMS & CONDITIONS

The following terms apply to and are part of the contract between the sponsor ("Sponsor") and ASID New England ("ASID NE" or "Chapter") for the annual and à la carte sponsorship and advertising program.

- All annual sponsors must be active ASID members. This requirement does not apply to à la carte sponsorships and advertising opportunities.
- Membership in ASID is an additional cost that is paid to the ASID national office, separate from the Chapter's sponsorship program.
- The Chapter reserves final approval rights of any and all programming and content being co-branded or promoted to ensure compliance with Chapter policies.
- The Chapter is a 501(c)(6) entity. The sponsorship is not a donation to the Chapter. Consult your tax professional for guidance.
- Materials required to fulfill sponsorship benefits due within 30 days of registration as a sponsor. Failure to provide Chapter with your logo and other requested materials within the requested deadline provided by ASID NE's management -team may result in the absence of Sponsor's information from promotional materials.
- 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 upon registration.
- 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.
- Sponsorship packages may include a specified number of complimentary tickets to ASID NE or co-branded events.
- ASID NE retains full authority and autonomy for the pricing structure of its events.
- ASID NE retains full authority and autonomy to share or distribute membership or attendance rosters with any Sponsor. Distribution of membership or attendance rosters is not guaranteed for any Sponsor.
- Sponsor agrees that it shall not use ASID NE's information or property in any manner that states or implies that ASID NE endorses Sponsor and/or its products or services.
- The executed sponsorship registration does not constitute a partnership or joint venture or principal-agent relationship between the parties. Neither party has and neither party will receive as a result of this agreement or otherwise any right or authority to assume responsibility or create any liability on behalf of the other in any manner.
- Sponsor shall indemnify, defend and hold harmless Chapter, its officers, directors, agents, and employees from and against any and all claims, losses, damages, judgments, settlements, costs, expenses (including reasonable attorney's fees and expenses) and liabilities of every kind resulting from, arising out of, or relating to (i) any act or omission by Sponsor and/or its officers, directors, employees, or agents; (ii) any use of Sponsor Property; and/or (iii) Sponsor's breach of this Agreement.
- By registering as a sponsor, sponsor understands and acknowledges the terms and conditions of this agreement, and expressly agrees to be bound by the terms and conditions of sponsorship as outlined in this agreement. If a corporation or a limited liability company is a party to this Agreement, the person signing this agreement on behalf of the Corporation or limited liability company represents and warrants that he or she is duly authorized and has legal capacity to execute and deliver this Agreement and grant the rights and assume the obligations that are being provided for in this Agreement.