2020
Industry & Design Alliance
Letter from the President

Dear friends,

As a proud member of IIDA NY, I am honored and humbled to serve our community as president 2019-2020. It is with my great joy and excitement to announce some of the new initiatives for this coming IIDA year.

➡️ **Member App** - IIDA NY is launching a mobile app for Members, who will enjoy the convenience of notifications, an event calendar, ticket purchases, a member directory and much more, available on their mobile devices. This will connect our Members, increase event attendance and boost Member and sponsor dialogues in a way that we never had before.

➡️ **Design Camp** - We are advocating our profession to a much larger audience this year by reaching out to youth group (grades K-12) with our new campaign, Design Camp. Our goal is to help young students and their parents understand interior design as a career and get them interested in studying interior design, enhancing and broadening our talent pool. We will work with educational entities in NYC such as Cooper Hewitt and the New York Public Library through hands-on workshops.

➡️ **College Ambassadors** - We are boosting our presence for college students through a newly initiated College Ambassador program. Each design school in NYC will have an IIDA NY college ambassador who will liaise our support with the student needs. With this effort, we will increase student engagement with IIDA NY, provide them with guidance in their career paths and assist our sponsors in finding talent.

➡️ **Business Leadership Training (BLT)** - BLT is our new professional development program this year. Especially meaningful to our Design Firm Advocates, each firm may nominate one person who can benefit from business training to grow into leadership roles. Selected professionals will attend monthly sessions, for one year, on business and leadership subjects, and will receive a certificate upon completion. Sessions will be taught by business instructors from outside of the design community, including various business schools in NYC.

➡️ **HUDDLE!** - Our Members only event series is designed to be a new way of networking. HUDDLE! is a small group (10-20 attendees) event series, connecting Members through team building experiences based on their interest and lifestyles. This new social event series will focus on networking through a variety of activities such as working-out, cooking, building and volunteering, just to name a few. Participants will be encouraged to engage in open conversations on design and business topics while enjoying food and beverages.

IIDA NY is more active than ever thanks to our passionate sponsors. We can be stronger when we support the mission together and only then, can we build beyond our borders and imaginations. I sincerely thank you for your most generous support thus far and hope that you will continue to sponsor our mission to enhance our industry and profession together.

Please join me #strongertogetherbuildingbeyond

IIDA NY: STRONGER TOGETHER BUILDING BEYOND

Annie Lee, President 2019-2020
Erin Ruby, President-Elect 2020-2021
Amy Mays, Past-President
Annual Sponsorship

The IIDA NY Industry and Design Alliance is a convenient way for you to plan the support you give to our Chapter and determine which events most reflect your interests.

This program launched in 2008 to simplify the process of giving and limit the number of times we approach you for support.

Sponsor benefits are listed on the following pages and offer a variety of ticket packages for Signature Events for each sponsorship level.

Industry Benefactors and Design Firm Advocates are credited on all IIDA NY collateral and AV presentations at every event, and also qualify for a 10% discount on tickets to IIDA NY events and Forums (n/a for Leaders Breakfast).
Signature Events

PIONEERING DESIGN — SPRING
A series of two lectures with speakers who are considered pioneers in their field. Each lecture is followed by a reception with ample time for networking.

**Individual Tickets: $100**

IIDA LEADERS BREAKFAST NY — SPRING
One of the largest events of the year for the NY design community is also an IIDA International event. Enjoy an hour of networking with industry colleagues followed by a seated breakfast, an award presentation and an inspiring talk from a major figure in world events or the arts.

**Individual Tickets: $325**
**Table for Ten: $3,250**
**Premium Table for Ten: $5,250**

COLOR INVASION — FALL
The biggest party of the year, Color Invasion is the Chapter’s only event that is purely for socializing with fellow members of our community. This annual themed event benefits IIDA NY student activities and our student Design Awards Program. Over 1,200 guests from the NY A+D community come together to enjoy cocktails, a live DJ, hors d’oeuvres, and fun activities throughout the night.

**Single Ticket: $200** early bird
**Single Ticket: $225 / $250 at the door**

SUSTAINABLE QUILTING BEE AND QUILT AUCTION — WINTER
Conceived as both a creative outlet and a vehicle to repurpose discarded materials, quilts are designed and handcrafted over 9 months by design teams from local NY firms in a communal setting. Proceeds from are donated to a philanthropic organization chosen by the IIDA NY Board of Directors.

**Single Ticket: $75**

* All ticket prices are subject to change.
  Leaders Breakfast tables are assigned on a first come, first served basis.
  5% Discount for purchases of 10 or more tickets
  10% Additional discount for Industry and Design Alliance sponsors
Benefactor Levels

PLATINUM — $20,000
Ticket package options are listed on page 7

Platinum Benefactors receive the same benefits as Gold plus:
- Advertisement slide on AV presentation shown at our events throughout the year
- A team of five IIDA NY Design Professionals will donate time for one focus group session to provide direction on any new product or advertising of your choosing
- One targeted email blast per year to our entire mailing list of over 6,000 subscribers
- IIDA NY will repost one of your company’s Instagram posts every 2 months

DIAMOND
This level has been added as a benefit to Platinum Benefactors who have, since the inception of this program, gone above and beyond $20,000 in financial and in-kind donations by at least $5,000.

Diamond Benefactors receive the same benefits as Platinum plus:
- One banner advertisement in rotation on the IIDA NY home page
- Two targeted email blasts per year to our entire mailing list of over 6,000 subscribers
- Opportunity to host IIDA NY Advisory Board roundtable meetings in your space
- IIDA NY will repost one of your company’s Instagram posts every month
Benefactor Levels

**GOLD — $15,000**

*Ticket package options are listed on page 7*

**Gold Benefactors receive the same benefits as Silver plus:**

- Company name announced live at all events and listed on IIDA NY event tickets
- Company logo displayed on the new IIDA NY Member App, and on the new IIDA NY Design Camp collateral
- Quarterly push notifications on our new IIDA NY Member App thanking our sponsors levels Gold and up
- A special group dinner with design firm executives (invitation only for one attendee per Benefactor)
- IIDA NY will repost one of your company’s Instagram posts per quarter

**SILVER — $10,000**

*Ticket package options are listed on page 7*

**Benefits include:**

- Company logo displayed on IIDA NY Sponsor web page with link to company web site
- Option to host IIDA NY Forums or Executive Board Meetings
- IIDA NY will assist in getting IDCEC CEU accreditation for programs you wish to provide to the New York community
- IIDA NY will “like” or “follow” your company on social media
## Sponsorship Packages

<table>
<thead>
<tr>
<th>Package</th>
<th>Pioneering Design 1</th>
<th>Pioneering Design 2</th>
<th>Leaders Breakfast</th>
<th>Premium Leaders Breakfast</th>
<th>Color Invasion</th>
<th>Quilt Auction</th>
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<tbody>
<tr>
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<tr>
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<td>3 Tickets</td>
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<tr>
<td><strong>Option A</strong></td>
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<td>3 Tickets</td>
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<td>-</td>
<td>8 Tickets</td>
<td>1 Ticket</td>
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<td>1 Ticket</td>
<td>-</td>
<td>Table of 10</td>
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<td>1 Ticket</td>
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Benefactor Levels

**DESIGN FIRM ADVOCATE — $5,000**

This level of Sponsorship was created specifically for firms providing professional design services in New York State. Design Firm Advocates are encouraged to send designers and clients to our Forums (over 30 annually), which provide both IDCEC CEUs and AIA LUs, and exposure to new ideas across design disciplines.

**Benefits include:**

- 5 Tickets to each IIDA NY Forum throughout the year
- 2 Banners displaying firm projects in rotation on IIDA NY home page
- Principal level participation on IIDA NY Advisory Board
- Firm logo displayed on IIDA NY Sponsor web page with link to firm web site
- IIDA NY will “like” or “follow” your company on social media

**DESIGN FIRM ADVOCATE**

- **Pioneering Design 1**
  - 4 Tickets

- **Pioneering Design 2**
  - 4 Tickets

- **Leaders Breakfast**
  - Table of 10

- **Color Invasion**
  - 2 Tickets

- **Quilt Auction**
  - 2 Tickets
Event Sponsorship

Event Sponsorship is a one-time sponsorship of an individual IIDA NY event.

**Event Sponsors are acknowledged in two ways:**
1. Verbal acknowledgement at the podium
2. Acknowledgement (text only) on event PowerPoint presentation

Event Sponsors receive one admission ticket to the event for each $500 donated. Sponsors who donate $1,500 or more may also provide company and product literature and a gift/takeaway bag for attendees.

**Event Sponsor**

$500 and up

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Summary of Options

Please use this summary page to evaluate and select your sponsorship level.

Once you confirm your selection, we will send you an invoice. Payment is due by March 1st.

**LEVEL OF SUPPORT**

<table>
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<th>Level</th>
<th>Price</th>
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<tr>
<td>Diamond Benefactor A</td>
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<td>Platinum Benefactor A</td>
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<td>Gold Benefactor A</td>
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Benefits run from March 1 - February 28 annually.

**FOR MORE INFORMATION ABOUT SPONSORSHIP PLEASE CONTACT:**

Annie Lee 646-390-9963
Ginger Gilden 212-672-0263
Alan Goodin 212-297-2128
Thank You

IIDA NY Chapter 2019
Industry and Design Alliance

DIAMOND BENEFACTORS
Lane Office / DIRTTE Environmental Solutions
Mohawk Group

PLATINUM BENEFACTORS
Innovant
Lutron
Haworth
Sherwin-Williams
Steelcase
Tarkett

GOLD BENEFACTORS
Benhar
Henricksen
Herman Miller
The HNI Companies: Allsteel, Gunlocke, HBF
Humanscale
Knoll
Scandinavian Spaces
Tecno Zanotta
Teknion, Studio TK, Luum

SILVER BENEFACTORS
3form / LightArt
Architectural Flooring Resource, Inc.
Arenson
Arper
Benjamin Moore
Bentley
Bernhardt Design
Carnegie Fabrics
Creative Office Pavilion
Daltile
Empire Office
Emser Tile
esi
EvensonBest
Florim
Inscape
J+J Flooring Group
Keilhauer
KI
Kimball Office
Mannington Commercial
Meadows Office Interiors
Milliken
Napier Joseph + McNamara
Nemo Tile + Stone
Office Resources, Inc.
OFS Brands
Patcraft
Shaw Contract
WB Wood
Workframe

DESIGN FIRM ADVOCATES

ENV IA
Gensler Mancini Duffy
HDR Nelson
HLW Perkins+Will
HOK Rockwell Group

STUDIOS Architecture
TPG Architecture, LLP
Vocon
ZGF Architects, LLP