

IIDA | ALBANY
BUFFALO
ROCHESTER
SYRACUSE



2024

City Center Sponsorship Opportunities



Letter from our City Center Leaders

Dear Industry Members, Designers, and Friends,

Our IIDA NY community stretches across New York State with prominent industry leaders and support within four main City Centers – Albany, Buffalo, Rochester, and Syracuse. In 2023, the board members of these individual City Centers united to better support our collective mission to **elevate, engage, inspire, educate, and advocate for the Interior Design profession**. By supporting each other we were able to create a more impactful year for our Members with outreach to a broader audience.

As we enter the new year, we reflect upon the success of 2023 and the support of our City Center Sponsors that made it possible. We cannot thank those sponsors enough for their willingness and trust in the work we do to take that initial journey of state-wide sponsorship with us. From educational seminars to industry trend updates, to networking and social events, this past year provided our Members with countless opportunities to grow and learn together.

In 2024, we are again providing valuable programs and events to continue our mission for the design profession across the City Centers. Your partnership as an annual City Center Sponsor allows us to bring our Members and the interior design communities together while still providing unique individual events within each city.

Thank you in advance for considering IIDA NY City Center Annual Sponsorship. We believe you will find our events, resources, and benefits a great way to connect with the design community. Your generous support will help us achieve our mission for the interior design industry. We look forward to another exciting year of collaboration!

Ashley Sheehan, Albany City Center

Brittany Nowicki, Buffalo City Center

Marisa Scroger, Buffalo City Center

Kara Brown, Rochester City Center

Erika Reed, Rochester City Center

Ryan Morely, Syracuse City Center

Natalie Redmore, Syracuse City Center



City Center Sponsorship

The IIDA NY City Center Sponsorship packages provide streamlined opportunities to contribute to all of the City Centers across New York State. It simplifies the process of giving while providing access to the most coveted events throughout the year.

Sponsors will receive benefits in each City Center based on the selected level of commitment.

City Center Sponsors are credited on all IIDA NY City Center collateral and AV presentations, and qualify for a 10% discount on tickets to IIDA NY events (excluding Leaders Breakfast).



City Center Signature Events

BUFFCON (BUFFALO)

The largest commercial interior design tradeshow in the area will again be held in the expansive and industrial Buffalo Powerhouse. With over 400 attendees and 60 manufacturers showcasing an exciting array of finishes, materials, furniture, and lighting, this is the most anticipated event of the year.

LAKE HOUSE (ROCHESTER)

Network with the local design community at IIDA Rochester's summertime mix and mingle at The Lake House on Canandaigua. Complete with delicious snack spreads, signature cocktails, and spectacular lake views.

PRODUCT RUNWAY (ROCHESTER)

In partnership with Rochester Fashion Week, the IIDA Rochester City Center and AIA Rochester bring you an avant-garde couture fashion design competition with a twist called Product Runway. Teams from local design and architectural firms, and design schools compete to create one-of-a-kind, handmade garments out of standard architectural finish materials.

BOAT CRUISE (SYRACUSE)

Join IIDA Syracuse for an evening of networking with the local design community on Skaneateles Lake aboard the Judge Ben Wiles. Tour the lake while enjoying dinner, drinks, and taking in the pristine lake views.

TRUNK SHOW (SYRACUSE)

The only local product showcase in the Syracuse area! Presenting you with an opportunity to view latest updates and trends in design, this event serves as a special stopover for reps making their way to Buffcon this Fall. The gathering of industry professionals from across New York promises to be an impressive display of talent and creativity.

FLANNEL FEST (ALBANY)

Back for the 6th Annual, Flannel Fest is Albany's highly anticipated and well-attended fall event. Enjoy the crisp fall air while connecting with friends and colleagues in a relaxed networking environment.

NEW THIS YEAR!

MOONLIT MYSTIQUE (BUFFALO)

Step into spring at the event of the season. Come together with fellow designers and enthusiasts for a thrilling night of creativity, intrigue, and networking.

CARNIVAL (ALBANY)

A product showcase- with a twist! As attendees visit each vendor booth to see new product, they will have the chance to play a unique carnival game. All proceeds go to a local charity in need.



City Center Sponsorship Levels

CC DIAMOND — \$4,000

DIAMOND BENEFACTORS RECEIVE THE SAME BENEFITS AS PLATINUM PLUS:

- One banner advertisement in rotation on the IIDA NY home page
- Sponsorship of one Student Membership
- Option to host IIDA NY Forums or monthly Board meetings in your showroom, or at a location of your choice

CC PLATINUM — \$2,000

PLATINUM BENEFACTORS RECEIVE THE SAME BENEFITS AS GOLD PLUS:

- Quarterly Social media engagement:
Instagram: (1) post + (1) story share + LinkedIn: (1) post
- Company name announced live at all events

CC GOLD — \$1,000

- Company recognition on all IIDA NY City Center Collateral and AV presentations
- Company logo displayed on IIDA NY City Center Sponsor web page with link to company web site
- IIDA NY will assist with getting IDCEC CEU accreditation for programs you wish to provide to the New York community



City Center Sponsorship Packages



	ALBANY	BUFFALO	ROCHESTER	SYRACUSE
CC DIAMOND \$4,000	Flannel Fest Patron Sponsorship (1) Ticket Carnival Premier Vendor	Buffcon (1) B Booth	Product Runway Premier Sponsorship (1) Ticket Kick-Off Event - OR - After Party Lake House Event Premier Sponsorship (1) Ticket	Trunk Show Premier Sponsorship (1) Full Bay Boat Cruise Premier Sponsorship (3) Tickets
CC PLATINUM \$2,000	Flannel Fest Patron Sponsorship (1) Ticket - OR - Carnival Patron Vendor	Buffcon Patron Sponsorship Logo displayed at event - OR - Moonlit Mystique Patron Sponsorship Logo displayed at event	Product Runway Patron Sponsorship (1) Ticket Kick-Off Event - OR - After Party Lake House Event Patron Sponsorship (1) Ticket	Trunk Show Patron Sponsorship (1) Half Bay Boat Cruise Patron Sponsorship (2) Tickets
CC GOLD \$1,000	Flannel Fest Party Pack (4) Tickets Carnival Vendor Spot	Buffcon Donor Sponsorship (2) Tickets	Product Runway (2) Tickets Lake House Event (2) Tickets	Trunk Show Donor Sponsorship (1) Display Boat Cruise Donor Sponsorship (1) Ticket

Summary of Options

Please use this summary to evaluate and select your desired sponsorship level. Once you confirm your selection, we will send you an invoice, or you can complete your payment online at iidany.org/about/city-centers. Payment is due by March 1st.

CITY CENTER SPONSORSHIP LEVEL PRICING	
CC Diamond	\$4,000
CC Platinum	\$2,000
CC Gold	\$1,000
<i>Benefits run from March 1 - February 28 annually.</i>	

FOR MORE INFORMATION ABOUT SPONSORSHIP PLEASE CONTACT:

- sponsorship@iidany.org
Ginger Gilden - [gdgildenIIDANY@gmail.com](mailto:gdlgildenIIDANY@gmail.com)
Alexandria Davis - a.davis@interiorarchitects.com
Rachel Celentano - rcelentano@kellencompany.com
Marisa Scroger - mscroger@trautmanassoc.com

Please Note:
Additional sponsorship opportunities may be available for other Chapter events and programs. Please reach out to Rachel Celentano - rcelentano@kellencompany.com for information.



Thank You

IIDA NY Chapter 2023 City Center Sponsors

DIAMOND

nora by Inteface

Salesmaster Flooring + ROPPE

VS America

PLATINUM

Arc-Com

Bennet Supply of New York, LLC

Best Tile

Daltile

Mannington Commercial

Momentum Textiles and Wallcovering

Steelcase

Quest Appliances

Workplace Interiors

GOLD

roi Office Interiors

Wolf Gordon Inc.

SILVER

The Belknap White Group

