

IIDA | NEW YORK
chapter



2024

Industry & Design Alliance



Letter from the President

Dear Industry Benefactors, Design Firm Advocates, and Friends,

As the 2023-2024 IIDA New York Chapter President, I am humbled and honored to serve this organization. The last few years we have all faced our share of obstacles. And in navigating this time of evolution, the New York design industry has come together like we always have, with resilience, empathy, strength in community, and the ability to adapt as we map out a way forward.

We are so excited about the year ahead and your partnership is a key element in what makes IIDA NY so impactful. To foster the continued growth of the chapter, we are committed to delivering engaging content through our Signature Events and Forums. Additionally, we are in the process of developing new streams of thoughtful programming, networking opportunities, and exciting initiatives to further enhance our support.

▶ Student Development

We are dedicated to advancing the profession of interior design through education and supporting students. The Student Development committee has developed programs that encourage a more seamless transition for students as they enter the profession. To help connect students, sponsors, and design professionals through membership, mentorship, and events that nurture relationships, the committee launched the **Student Uplift (SUP)** program in 2023 and will host a **Student Career Fair** in 2024.

▶ IIDA Leader's Breakfast 2024 New York Returns this Spring

We are excited to celebrate this year's Leadership Award of Excellence honoree and welcome another inspiring speaker.

▶ Community Engagement

We are thrilled to announce the launch of the **Partnership Committee** that aims to create new opportunities for our Chapter to connect with fellow innovators and thought leaders, and to provide new engagement opportunities for members and benefactors.

▶ Emerging Business Sponsorship

Sponsorship's dedication to meaningful connections continues, with opportunities for honest connections expanding to engage community members both large and small. The Emerging Business Sponsorship was **created to support small businesses and welcome emerging companies in the New York market** as we strive for a more equitable future.

IIDA NY is dedicated to our community; to not only elevate the impact that we have on the environments around us, but to investigate how we can better sustain ourselves and our communities. We are so grateful for your continued support and passionate engagement. I look forward to the new vision that we can create in 2024!

Let's evolve our industry together,



Alexandria Davis, President 2023-2024

Christin Weaver, President-Elect
Sarah Levine, Past President



Annual Sponsorship

The IIDA NY Industry and Design Alliance provides a streamlined approach for you to strategically plan your support for our Chapter and identify events aligned with your interests. Established in 2008, this program aims to simplify the giving process and reduce the frequency of solicitations.

Sponsors receive recognition on all IIDA NY collateral and AV presentations, along with a 10% discount on tickets to IIDA NY events (excluding Leaders Breakfast). Additionally, sponsors qualify for a 10% discount on Color Invasion® vignette sponsorship opportunities.

Signature Events

PIONEERING DESIGN®

We discover how design can be intimate, inspiring, engaging, and lead curious minds into the future...

Join us for conversations with 250 of your industry peers, and connect with like-minded folks over cocktails and a bite. Learn new ways to share, collaborate, and innovate in design!

Individual Tickets: \$195

IIDA LEADERS BREAKFAST NY

The IIDA Leaders Breakfast celebrates design excellence and promotes meaningful discourse on a regional level. Join industry colleagues for a thought-provoking presentation by our A-list keynote speaker and celebrate our honoree, whose contributions have had a significant impact on our professional community.

Individual Tickets: \$375

Table for Ten: \$3,750

Premium Table for Ten: \$6,050

COLOR INVASION®

This celebration is the largest of the year, hosting over 1,200 members of the NY A&D community. Color Invasion® is a themed experiential event with proceeds supporting both IIDA NY student activities and Pajama Program.

Individual Tickets: \$275 Early Bird

Individual Tickets: \$325 / \$375 at the Door

EQUITY COUNCIL

The Equity Council provides access to programming, resources, and tools of engagement for organizations to create and be accountable for their own pathway to diversity, equity, and inclusion in the workplace. We aspire to be just and fair, carrying out our work with these core values in our hearts, minds, and actions by embracing constant learning, practicing cultural humility, and fostering community and belonging.

The Action Lab Series will kick off with a complimentary inaugural event, Action Lab Launch Pad, followed by three subsequent sessions designed to empower each participant with JEDI programming within their respective workplace environments.

Action Lab Launch Pad: Complimentary
Action Lab Series #1-3: \$200 each





Notable Chapter Programs

BUSINESS LEADERSHIP TRAINING (BLT)

Launched in 2020, BLT is a key professional development initiative for our Design Firm Advocates. Firms nominate individuals for leadership training to cultivate their progression into leadership roles. Selected professionals attend twelve 90-minute classes led by experienced instructors at Pace University's Lubin School of Business, focusing on essential business and leadership topics. Upon completion, participants earn a certificate and IDCEC credits. Event Sponsorships of BLT classes provide substantial visibility, including announcements and introductions at each session. Sponsors may also have the chance to host an in-person class (pending feasibility and schedule) and receive an invitation to the celebratory graduation event.

CATALYST

Catalyst engages with local communities through innovative design-driven service programs and educational initiatives, fostering heightened community development and ownership. This concerted effort aims to bring about positive change in the lives of the people within our community. Catalyst inspires civic engagement in historically marginalized communities. We create projects, events, and other programming to support local mission-driven organizations and community groups. Our approach broadens the designer's role as a facilitator rather than an expert, and we actively share design knowledge and tools to empower our communities.

HAZEL SIEGEL SCHOLARSHIP

Celebrate the legacy of Hazel Siegel and support the next generation of interior designers in New York! This **2023 IIDA Changemaker Award**-winning program offers scholarships to undergraduate and graduate students in New York State. Recipients receive one-year IIDA Memberships and attend the IIDA Texas Oklahoma Chapter's SHIFT Conference, featuring project charrettes, design firm visits, portfolio reviews, and networking with industry professionals. Afterward, they share their experiences at the annual Hazel Siegel Award Ceremony. We're seeking sponsors for three student SHIFT Conference attendees. Sponsors receive recognition at the awards ceremony, in programing, and ongoing publicity opportunities. Join us in shaping the future of design!

See page 10 for information about BLT, Catalyst, Hazel Siegel Scholarship, and other sponsorship opportunities.

Benefactor Levels

DIAMOND — \$25,000

DIAMOND BENEFACTORS RECEIVE THE SAME BENEFITS AS PLATINUM PLUS:

- One banner advertisement in rotation on the IIDA NY home page
- Two targeted email blasts to our mailing list of 6,000+ subscribers

PLATINUM — \$20,000

PLATINUM BENEFACTORS RECEIVE THE SAME BENEFITS AS GOLD PLUS:

- One targeted email blast to our mailing list of 6,000+ subscribers
- Advertisement slide on AV presentation shown at every event throughout the year
- One focus group session with a team of five IIDA NY Design Professionals to provide direction on any topic of your choosing

GOLD — \$15,000

GOLD BENEFACTORS RECEIVE THE SAME BENEFITS AS SILVER PLUS:

- (1) Company Feature in IIDA NY email communications (150 words or less)
- Company name announced live at all events
- Sponsorship of one Student Membership

SILVER — \$10,000

BENEFITS:

- Option to host IIDA NY Forums or monthly Board meetings in your showroom, or at a location of your choice
- Quarterly Social media engagement:
Instagram: (1) post + (1) story share
LinkedIn: (1) post
- Company recognition on all IIDA NY Collateral and AV presentations
- Company logo displayed on IIDA NY Sponsor web page with link to company web site
- 10% Discount on Color Invasion® vignette sponsorship opportunities
- IIDA NY will assist with getting IDCEC CEU accreditation for programs you wish to provide to the New York community



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 CEUs and exposure to new ideas across design disciplines.

Benefits include:

- Quarterly Social media engagement:
Instagram: (1) post + (1) story share
LinkedIn: (1) post
- Tickets to virtual and in-person IIDA NY Forums throughout the year
- 1 Banner displaying firm projects in rotation on IIDA NY home page
- Firm logo displayed on IIDA NY Sponsor web page with link to firm web site
- One employee designated as a participant in Business Leadership Training (BLT) to grow into leadership roles.
- Participation for 5 attendees (at IIDA Member rates) in all IIDA NY Study Groups.
Candidates must register for each study group prior to study group registration deadlines.

DESIGN FIRM ADVOCATE	
Pioneering Design®	1 Ticket to Each Event
Equity Council	1 Ticket to Each of (4) Workshops
Leaders Breakfast	Table of 10
Color Invasion®	1 Ticket
BLT Graduation	1 Ticket





Sponsorship Packages

	Pioneering Design®	Equity Council	Leaders Breakfast	Premium Leaders Breakfast	Color Invasion®	Student Membership	BLT Graduation
DIAMOND	2 Tickets to each of (2) events	1 Ticket to each of (4) workshops	-	2 Tables of 10	20 Tickets	1 Student	1 Ticket
PLATINUM	2 Tickets to each of (2) events	1 Ticket to each of (4) workshops	Table of 10	Table of 10	15 Tickets	1 Student	1 Ticket
GOLD	2 Tickets to each of (2) events	1 Ticket to each of (4) workshops	-	Table of 10	12 Tickets	1 Student	1 Ticket
SILVER	2 Tickets to each of (2) events	1 Ticket to each of (4) workshops	Table of 10	-	7 Tickets	-	-

Event Sponsorship

Event Sponsorships are one-time sponsorships of individual IIDA NY events and programs.

Benefits include:

- Verbal acknowledgement at the event
- Acknowledgement (text only) on event PowerPoint presentation
- Recognition on IIDA NY social media

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

Business Leadership Training (BLT)

Class (12 available)	\$2,500 each
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Catalyst

Initiative	\$1,500 each
Laptop Grant	\$3,000 each

Hazel Siegel Scholarship

Student	\$2,000
Student Bundle (3)	\$5,000

Equity Council

Workshop	\$1,500 each
Workshop Bundle (4)	\$4,500

Summary of Options

Please use this summary to evaluate and select your sponsorship level. Once you confirm your selection, we will send you an invoice. Payment is due by March 1st.

SPONSORSHIP LEVEL PRICING

Diamond Benefactor	\$25,000
Platinum Benefactor	\$20,000
Gold Benefactor	\$15,000
Silver Benefactor	\$10,000
Design Firm Advocate	\$5,000

Benefits run from March 1 - February 28 annually.

FOR MORE INFORMATION ABOUT SPONSORSHIP PLEASE CONTACT:

sponsorship@iidany.org

Ginger Gilden - gdgildenIIDANY@gmail.com

Alexandria Davis - a.davis@interiorarchitects.com

Rachel Celentano - rcelentano@kellencompany.com

Please Note:

Additional sponsorship opportunities may be available for other Chapter events and programs. Sponsorship opportunities are available for our Albany, Buffalo, Rochester, and Syracuse City Centers. Please reach out to Marisa Scroger - mscroger@trautmanassoc.com for information.

Thank You

IIDA NY Chapter 2023 Industry and Design Alliance

DIAMOND BENEFACTORS

FALKBUILT
Mohawk Group

PLATINUM BENEFACTOR

WB WOOD

GOLD BENEFACTORS

Benhar Office Interiors
Creative Office Resources
Haworth
INSIDESOURCE
Keilhauer
MillerKnoll
Narbutas
The Sherwin-Williams Company

SILVER BENEFACTORS

Allermuir | Senator
Allsteel, Gunlocke, HBF and HBF Textiles
Arper
Bentley Mills
Bernhardt|design
CFI
Empire Office
EvensonBest
Henricksen
Humanscale
Innovant
Mannington Commercial
Mi-Concepts
Momentum Textiles & Wallcovering
Napier + Joseph + McNamara, Ltd.
OFS
Shaw Contract + Patcraft
Steelcase
Tarkett
Teknion

DESIGN FIRM ADVOCATES

AECOM
Cannon Design
ENV
Gensler
HDR
HLW International LLP
HOK
IA | Interior Architects
Mancini Duffy
Perkins&Will
Rockwell Group
STUDIOS Architecture
TPG Architecture, LLP
Vocon
Ware Malcomb
ZGF Architects

CITY CENTER BENEFACTORS

DIAMOND BENEFACTORS

nora by Interface
Salesmaster Flooring + ROPPE
VS America

PLATINUM BENEFACTORS

Arc-Com Inc.
Bennet Supply of New York, LLC
Best Tile
Daltille
Mannington Commercial
Momentum Textiles and Wallcovering
Steelcase
Quest Associates
Workplace Interiors

GOLD BENEFACTORS

roi Office Interiors
Wolf Gordon Inc.

SILVER BENEFACTORS

The Belknap White Group



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