



## CA PENINSULA ASID Chapter Sponsorship Opportunities



Must be an Industry Partner to join as a chapter sponsor. More information about Industry Partner membership can be found on the last page.

Sponsorship Levels	Diamond \$10,000	Platinum \$7,500	Gold \$5,000	Silver \$2,500	Bronze \$1000
Advertisement in Chapter Directory	1 full page				
Advertisement in Chapter Magazine	1 full page 2 times per year + Author one article	1 full page 2 times per year	½ page 2 times per year	¼ page 2 times per year	3.5 x 2 inches 1 time per year
Host/Sponsor Chapter Event	✓	✓	✓	✓	
Opportunity to Speak at Chapter Event	✓	✓	✓	✓	
Name & Logo Displayed on Website	✓ May include company photo	✓	✓	✓	✓
Name & Logo Prominently Displayed on CA Pen ASID Presentation (Shown 12-15 times per year)	✓	✓	✓	✓	✓
Complimentary Tickets to Regular Chapter Meetings	8 (all can be used at Premier Annual Event)	6 (all can be used at Premier Annual Event)	4 (2 can be used at Premier Annual Event)	3	2
Complimentary eBlasts (event/product announcements – must be ASID approved)	12	8	6	4	2
Use of ASID Logo on your Website**	✓	✓	✓	✓	✓
Spotlight feature in monthly newsletter	✓	✓	✓	✓	✓
Photo Opportunity with Chapter Board (posted to Facebook/Instagram)	✓	✓	✓	✓	✓
Provide Logo Bags/Other Swag Items at Company Info at Events***	✓	✓	✓	✓	✓
Zoom Background featuring sponsor logo offered to attendees	✓	✓	✓	✓	✓



# SPONSORSHIP COMMITMENT

☐ **Diamond: \$10,000**

☐ **Silver: \$2,500**

☐ **Platinum: \$7,500**

☐ **Bronze: \$1000**

☐ **Gold: \$5,000**

Primary Contact:\_\_\_\_\_ Telephone:\_\_\_\_\_

Contact Email:\_\_\_\_\_

Marketing Contact Name & Email (for Marketing Assets):\_\_\_\_\_

Company Name:\_\_\_\_\_

Telephone Number:\_\_\_\_\_

Billing Address:\_\_\_\_\_

Accounts Payable Contact:\_\_\_\_\_

Email:\_\_\_\_\_

*I have read and understand the Chapter Sponsorship benefits at the level for which I am signing up and further understand I am responsible for additional costs for hosting an event.*

Signature:\_\_\_\_\_

Date:\_\_\_\_\_

Please return this commitment form to [administrator@capen.asid.org](mailto:administrator@capen.asid.org). Upon receipt of your commitment form, an invoice will be issued.

Invoice payments can be made by check or credit card and will be due within 30 days of invoicing. There is a 3% service charge for payments made by credit card. **After receipt of full payment, benefits will begin on the first of the following month.**



CALIFORNIA PENINSULA ASID | 1346 The Alameda, Ste. 7- 195 | San Jose, CA 95126-5006  
T 408.906.9577 | E [administrator@capen.asid.org](mailto:administrator@capen.asid.org) | [www.capen.asid.org](http://www.capen.asid.org)



# TERMS & CONDITIONS

Due to continuing precautions regarding COVID-19 in Santa Clara, San Mateo, Santa Cruz, Monterey, San Benito, and Alameda Counties, California Peninsula ASID reserves the right to make changes to this agreement at any time without notice as determined by the restrictions of the counties within the Chapter's region.

The Chapter will make every reasonable effort to follow through with the commitments made in the 2022 Sponsorship Program, and it will negotiate a solution in good faith on behalf of the Chapter, Sponsors, and Members. However, given the continuing changes at local, state, and federal levels, the Chapter cannot be held responsible for health and safety restrictions beyond our control.

Regarding "Chapter Events," these are now defined as CEUs, Monthly Meetings, Lunch and Learn events, special annual events (Installation), EP and Student Events, etc., that are promoted by and through the Chapter. Every effort will be made to host these as live events as soon as deemed safe by local agencies. The first right of refusal to host events will be in the following order of sponsorship level: Diamond, Platinum, Gold, Silver, Bronze. No guarantee of hosting an in-person event is made at any level. Permission for the use of Sponsorship level in PR and use of Sponsorship reference, Chapter name, and ASID logo is subject to the prior written approval of Chapter Board of Directors. It must be in accordance with ASID Brand Standards. Additional items may be added to Goodie/Swag Bags by all Chapter Sponsors, and all items are subject to approval by the Chapter Board of Directors.

The sponsorship term begins on the first day of the first month after the contract is signed and California Peninsula ASID receives payment. The term will last for one year.

California Peninsula ASID thanks you for your understanding and patience during these changing times.



***ASID is a community of people - designers, industry representatives, educators and students committed to interior design.***

## ASID

### A Brief History

Founded in 1975, the American Society of Interior Designers (ASID) is the oldest, largest and leading professional organization for interior designers. While the Society has existed for more than 40 years, the rich, vibrant history of the organization dates back further--much further--to the founding of its preceding organizations, the American Institute of Interior Designers (AID) and the National Society of Interior Designers (NSID). *The History of ASID: 30 Years of Advancing the Interior Design Profession* was published in 2005 to capture the Society's evolution.

## CA Peninsula Chapter

### San Francisco Peninsula to Monterey Bay

The CA Peninsula ASID Chapter covers the entire San Francisco Peninsula and includes approximately 400 interior designer members from San Mateo, Santa Clara, Santa Cruz and Monterey counties. These are cutting-edge professionals who maintain the highest level of design standards. They are experts in satisfying diverse client needs while effectively working with established budgets and deadlines.

Our goal is to effectively promote the value of interior design to the general public, related professions and our members through education, community service, and exposure, while advocating the right of interior designers to practice as professionals.

Our Chapter makes this possible through fundraising events, sponsorship, and in-kind donations. All funds are used to engage a variety of professional programs and activities for all members, students, established professionals, and our Industry Partners. We strive to engage our diverse audience.



# ASID Industry Partner Membership Benefits and Dues

**QUESTIONS?**  
 Contact Chris Nobriga  
 ASID CAPen Membership Director  
 408.250.4085  
[Membership@capen.asid.org](mailto:Membership@capen.asid.org)

	National	Regional	Local	International	Corporate
<b>MEMBERSHIP</b>					
Use of Industry Partner appellation to designate your commitment to the profession	X	X	X	X	X
Membership card signifying Industry Partner status	X	X	X	X	X
Attend chapter meetings, participate in local networking and engagement opportunities, including chapter leadership and volunteer activities	X	X	X		
Access to the latest ASID research, the annual State of the Industry report, and Interior Design Billings Index (IDBI)	X	X	X	X	X
Annual subscription to <i>i+D</i> , the Society's joint North American publication with Interior Designers of Canada (IDC)	X	X	X	X	X
Online access to the full Material ConneXion database of materials	X	X	X	X	X
Waive initial IDCEC registration fees	X	X	X	X	X
Discounted rental fees for ASID Headquarters, a Living Laboratory	X	X	X	X	X
<b>PROMOTION &amp; OUTREACH</b>					
Brand your marketing materials with the ASID Industry Partner logo	X	X	X	X	X
New member announcement in ASID Insider, an e-newsletter sent to all ASID members	X			X	X
Inclusion in the Industry Partner profile page on asid.org	X			X	X
Opportunities to provide educational sessions and network with the design community to showcase products/services on the local level	X	X	X		
Industry Partner window decal	X	X	X		
Complimentary listing in the ASID Find an Industry Partner, membership directories, and online Product Finder	X	X	X	X	X
Two complimentary social media promotions from ASID national profile on Facebook, LinkedIn and Twitter				X	X
Complimentary subscription to National Industry Partner e-newsletter	X				X
Discounted rates for ASID print and digital advertising	X	X	X	X	X
Opportunity to purchase social media promotion from the ASID national profile on Facebook, LinkedIn, Instagram, and Twitter	X				X
One complimentary rental of the ASID all member postal mailing list, with opportunities to purchase additional rentals (4x max)	X				
Opportunity to purchase a rental of the ASID all member email list (1x max with access to additional rentals available via Sponsorship packages)	X				
Opportunity to purchase a rental of your local chapter email and postal mailing lists (pricing and policies vary by chapter)	X	X	X		
Invitation to one annual Corporate Industry Partner Forum with ASID Leadership					X
Fifteen complimentary tickets to be used at ASID National Events: SCALE, The Leadership Experience (5x max), Celebration, and Roadshows					X
Two complimentary job postings on the ASID.org job board	X				X
<b>SPONSORSHIP</b>					
Greater opportunity to network, increase brand visibility, and enhance personal engagement through sponsorship of ASID national events and conferences	X	X	X	X	X

2021 ANNUAL DUES		Application Fee	Number of representatives	Maximum number of additional representatives* or Chapters that can be added for \$200 Each
Corporate	\$15,000 (or \$8,000 with additional sponsorship)	--	Unlimited (no chapter designation)	Unlimited (no chapter designation)
National	\$8,000	--	49	Unlimited
International	\$1,200	--	2	15
Regional	\$900	<del>\$30</del> **	2	15
Local	\$525	<del>\$100</del> **	1	Only one chapter may be added for an additional \$200. No additional representatives can be added.

\*Additional complimentary representatives may be included in sponsorship packages.

\*\*Application fee waived - promotion code thru 12/31/22 is CHAPTER22



# ASID Industry Partner Advertising Opportunities

## ASID Chapter Opportunities

Industry Partners receive complimentary listings on their local chapter websites.



### Description

**Find an Industry Partner** – Industry Partners receive a complimentary listing in their local chapter directory with the option to purchase an upgraded profile

**Chapter Advertising** – Opportunity to advertise in chapter magazines, newsletters, membership directories and websites.

### Requirements/Contact

For more information contact your local chapter using the [ASID Chapter Locator](#) on ASID.org

## ASID National Brand Exposure

Industry Partners receive opportunities to expose their brands through several ASID platforms.



**Profile** – Corporate, National, and International Industry Partners receive inclusion on ASID.org profile page to promote their brand to an extensive online audience.

175 words, hi-res logo (300dpi)

**ASID Advantage** – Corporate and National Industry Partners receive inclusion on the ASID.org Advantage page to showcase trade programs and discounts to the full ASID design community of 25K+ (protected by member login).

150 words, hi-res logo (300dpi)

For more information, contact [industrypartners@asid.org](mailto:industrypartners@asid.org)

## ASID Industry Partner Advertising Opportunities

All categories of Industry Partners have the opportunity to further market their brands and products to the ASID community at a discounted rate through our print and digital publications. View the media planner [here](#).

Corporate Industry Partner: **15%**  
National Industry Partners: **15%**  
International Industry Partners: **10%**  
Regional Industry Partners: **10%**  
Local Industry Partners: **10%**



**ASID i+d** – Opportunity to purchase print ads in the Society's bi-monthly joint North American publication with IDC, reaching 35K+ design industry influentials.

**Website** – Opportunity to purchase banner ads on ASID.org reaching an extensive online audience.

**eNewsletter** – Opportunity to purchase tile ads in all member newsletters including ASID Insider and the ASID Chair's Message.

Michelle Gerli  
[Mgerli@asid.org](mailto:Mgerli@asid.org)

**Product Finder** – All ASID Industry Partners receive a complimentary listing in this search guide with the option to purchase advanced listings and advertising. View the media planner [here](#).

Grant Connell  
[gconnell@multiview.com](mailto:gconnell@multiview.com)  
972-910-7387

**eNewsletter** – All ASID Industry Partners receive a complimentary subscription to Eye On Design with the option to advertise to 23K+ subscribers. View the media planner [here](#).