



## **CA PENINSULA ASID**

### **Chapter Sponsorship Opportunities**

*effective date 3/9/26*

**DESIGN IMPACTS LIVES**

**CAPEN ASID Sponsorship Guide**

| Sponsorship Levels                                                                               | Diamond<br>\$10,000                                           | Platinum<br>\$7,500                                        | Gold<br>\$5,000                                               | Silver<br>\$2,500                | Bronze<br>\$1000                  |
|--------------------------------------------------------------------------------------------------|---------------------------------------------------------------|------------------------------------------------------------|---------------------------------------------------------------|----------------------------------|-----------------------------------|
| Advertisement in Chapter Directory                                                               | 1 full page                                                   |                                                            |                                                               |                                  |                                   |
| Advertisement in Chapter Magazine                                                                | 1 full page<br>2 times per<br>year<br>+ Author one<br>article | 1 full page<br>2 times per<br>year                         | ½ page<br>2 times per<br>year                                 | ¼ page<br>2<br>times per<br>year | 1/8<br>page<br>1 time<br>per year |
| Personalized PR + Marketing consulting<br>service with Quarry Hill Consulting                    | 2 Hours                                                       |                                                            |                                                               |                                  |                                   |
| Virtual Showroom Tour                                                                            | Posted on<br>our website<br>and sent to<br>members            | Posted on<br>our YouTube<br>page and<br>sent to<br>members | Posted on<br>our<br>YouTube<br>page and<br>sent to<br>members |                                  |                                   |
| Host/Sponsor Chapter Event                                                                       | ✓                                                             | ✓                                                          | ✓                                                             |                                  |                                   |
| Opportunity to Speak at Chapter Event                                                            | ✓                                                             | ✓                                                          | ✓                                                             | ✓                                |                                   |
| Complimentary Table at the Annual<br>IP Expo                                                     | ✓                                                             | ✓                                                          | ✓                                                             | ✓                                | ✓                                 |
| Name & Logo Displayed on Website                                                                 | ✓<br>2 Hours                                                  | ✓                                                          | ✓                                                             | ✓                                | ✓                                 |
| Name & Logo Prominently Displayed on<br>CA Pen ASID Presentation<br>(Shown 12-15 times per year) | ✓                                                             | ✓                                                          | ✓                                                             | ✓                                | ✓                                 |
| Complimentary Tickets to Regular<br>Chapter Meetings<br>(DEA & Holiday Gala not included)        | 6                                                             | 5                                                          | 4                                                             | 3                                | 2                                 |

| Sponsorship Levels                                                          | Diamond<br>\$10,000 | Platinum<br>\$7,500 | Gold<br>\$5,000 | Silver<br>\$2,500 | Bronze<br>\$1000 |
|-----------------------------------------------------------------------------|---------------------|---------------------|-----------------|-------------------|------------------|
| Complimentary E-blast in our weekly eblast                                  | 4                   | 2                   | 1               | 1                 |                  |
| Complimentary eBlasts (event/product announcements – must be ASID approved) | 12                  | 8                   | 6               | 4                 | 2                |
| Complimentary Instagram Stories on the ASID California Peninsula account    | 4                   | 2                   | 2               | 1                 | 1                |
| Complimentary Job Posting on the ASID CaPen website (active for 3 months)   | 3                   | 2                   | 1               |                   |                  |
| 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 and Company Info at Events***            | ✓                   | ✓                   | ✓               | ✓                 | ✓                |

### Media Sponsor Offerings

- Luxe offers a Barter for 2 Spreads – value \$11,080 (in exchange for Media Sponsorship of your Design Awards.
- Luxe can extend the lowest cost for a Spread that they can offer, which is \$4,200. For the remaining 3 Spreads that you will need to feature the Award Winners - the total cost to ASID Peninsula Chapter would be \$12,300. Luxe will waive the ad design fee of \$395/page.
- Up to 20 images from CA Pen events, when professional photography is taken, to be posted on the Luxe SF Events web page.
- Use of Luxe logo at CA Peninsula Chapter Events

## SPONSORSHIP COMMITMENT

Please check your Sponsorship Level

- |                                                |                                       |
|------------------------------------------------|---------------------------------------|
| <input type="radio"/> Diamond: \$10,000        | <input type="radio"/> Silver: \$2,500 |
| <input type="radio"/> Media: \$11,400 Ad Value | <input type="radio"/> Bronze: \$1000  |
| <input type="radio"/> Platinum: \$7,500        |                                       |
| <input type="radio"/> 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 | 995 Marsh Rd. STE 102-PMB 110 | Redwood City, CA 94063  
[administrator@capen.asid.org](mailto:administrator@capen.asid.org) | [www.capen.asid.org](http://www.capen.asid.org)

Eff. 03/20/26

## TERMS & CONDITIONS

The Chapter is not responsible for benefits not used by the Sponsor during their sponsorship contract period. Reminder efforts are a courtesy of the chapter, but it falls to the Sponsor to know and track their benefits during their contract period.

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. 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.

For "Complimentary Eblasts" all graphics, registration links, and content must be provided to the chapter a minimum of at least a week before the desired date of promotion to ASID membership. Graphics must be formatted in IG square 1080x1080 for eblast and social media promotion. All eblast submissions can be scheduled on any day of the week except Thursdays as long as the chapter does not already have an eblast scheduled for release. It is ideal to select 3 optional dates to ensure one will be available. Eblasts can be used to promote new product announcements, showroom events, trade programs, CEU's, etc...

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 support!

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.