

SPONSORSHIPS
&
ADVERTISING

2024

AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS

ALABAMA



MESSAGE FROM THE PRESIDENT

Dear Sponsors of ASID Alabama,

The American Society of Interior Designers [ASID] is the design industry's only association representing all sectors of design and is comprised of designers, industry representatives, educators, and students who all believe that Design Impacts Lives. Together, as a community of peers, thought leaders, and luminaries, we can advance the interior design profession.



April Wade, RID, ASID
Chapter President 2024

We are grateful for the generosity of our previous sponsors and are excited to share these updated and expanded sponsorship opportunities with improved benefits to returning sponsors and those considering ASID sponsorship for the first time!

As a sponsor, you become an important part of our chapter. With your support, we plan to engage our design community throughout the next year with events like CEUs, an NCIDQ prep class, industry and designer socials, Student Day, Emerging Professionals events, and our regional holiday parties. Your generosity also helps us support our student chapters and send our board members to ASID's annual Gather Conference to meet likeminded professionals and ASID chapter leaders from across the country to collaborate and improve how we serve our members to further expand their knowledge, elevate their practices, and grow their businesses.

We hope you will join us in our effort to advance the interior design profession in Alabama. Our chapter wouldn't be what it is without the support of our diverse community of designers, industry representatives, educators, and students; and our mission to communicate the impact that design has on the human experience would not be possible without the support that you can provide to our chapter. We offer 5 levels of sponsorship and a variety of A La Carte sponsorship opportunities in hopes you are able to find one or more that will also benefit you.

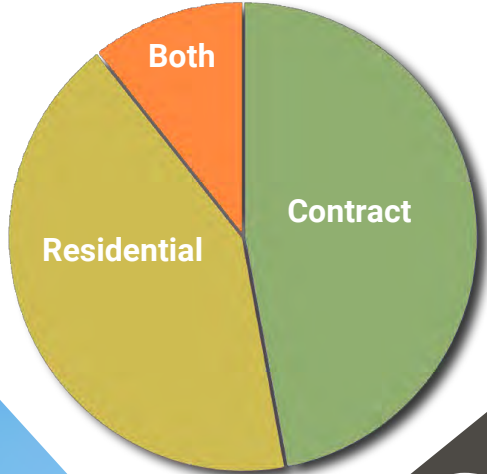
On behalf of the ASID Alabama Chapter Board of Directors and members, I would like to thank you for your generous support of our Chapter. We look forward to new and exciting opportunities in this upcoming year!

What is a "CHAPTER SPONSOR"?

Sponsorship provides ASID Alabama the opportunity to generate additional non-dues revenue to fund important organizational missions and objectives, as well as provide our members with exclusive access to industry partner content, tools and opportunities. This also provides a unique opportunity for industry partners to further highlight their brand, enhance their engagement, and distribute content and messaging to our members on a more intimate level.

What is an "INDUSTRY PARTNER"?

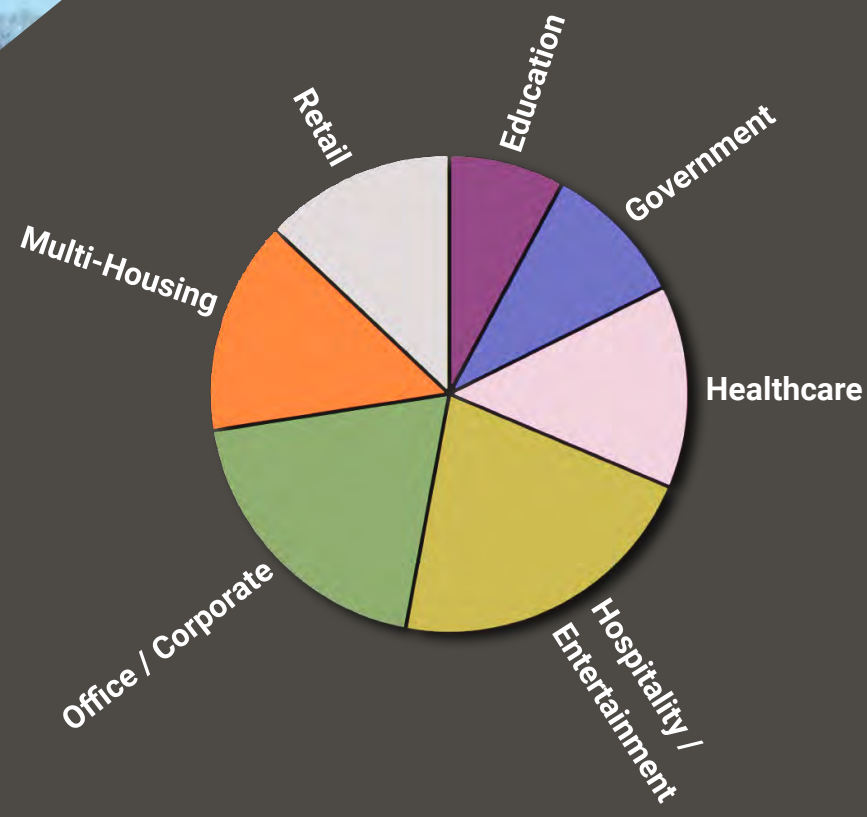
Chapter Sponsor and an Industry Partner are very different. An Industry Partner is a membership level in ASID. As an Industry Partner you are granted special benefits no one else receives, including discounted pricing for advertisements and sponsorships. However, you can also take advantage of our Sponsorship Program to further your contact with our members, as well as increase your exposure to all industry professionals throughout the state, with the extensive benefits of sponsorship.



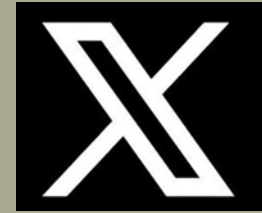
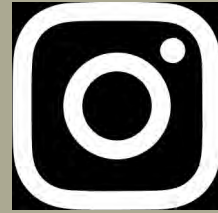
2024

OUR MEMBERSHIP

COMMERCIAL AND RESIDENTIAL



Reach designers you may be missing out on. Our membership is all encompassing and inclusive.



SOCIAL MEDIA

Social media is a prominent benefit of sponsorship, and includes take-over days.

Your support shows you believe in ASID's mission and the value of the profession.

Your Sponsorship will have an **enormous** impact for our chapter as we continue to grow. Your contribution allows us to better support our membership through improved communications, learning experiences, strategic planning and more.

In addition, your sponsorship of ASID Alabama events throughout the year gives you the opportunity to connect with our enthusiastic members from students to Emerging Professionals to experienced practitioners.


Each year the ASID Alabama Chapter works diligently to support the interior design profession through:

- A design competition to recognize outstanding Alabama interior designers
- Educational events, support, and competitions for students and Emerging Professionals
- Championing efforts to ensure interior design is recognized as a vital profession
- Outreach to our members, the design community and the public
- And more...

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DESIGNERS

ALABAMA





Like the highest point in Alabama, the Cheaha Mountain level offers the greatest opportunities. Designed to offer the maximum exposure to our membership, the Cheaha delivers on all altitudes.


Cost: \$1,500

CHEAHA

\$1,500

BENEFITS

- Logo recognition in chapter eblasts (excludes CEU notices)
- Option to speak during lunch at the Annual State Conference
 - Promoted as an NCIDQ Prep workshop Sponsor
- Discount on a table at the Annual Awards Banquet - FREE
- Company events featured on the chapter website (non-CEU)
- Guaranteed event sponsor at a location of your choice - 2
 - E-mail blast to the chapter membership (non-CEU) - 4
 - Social Media Post: 1 Takeover & 2 standard posts
- Email and social media promotion of events (non-CEU) - 4
 - Formal recognition at chapter wide events
 - Exhibitor booth at the Annual State Conference - FREE
 - Ad in all 4 issues of ALDesign, the quarterly newsletter
 - Logo and recognition on the Chapter Website
- Permission to use "ASID Alabama Sponsor" Logo on your website and email signatures
 - Logo/name appears on the Sponsor Banner displayed at chapter events



If you love greatness, you will love the Lookout Mountain level, abundant in opportunities and benefits. With this level you can see your contacts go up and up.


Cost: \$1,200

LOOKOUT MOUNTAIN

\$1,200

BENEFITS

- Discount on a table at the Annual Awards Banquet - 50%
- Company events featured on the chapter website (non-CEU)
- Guaranteed event sponsor at a location of your choice - 1
 - E-mail blast to the chapter membership (non-CEU) -2
 - Social Media Post - 2 standard posts
- Email and social media promotion of events (non-CEU) - 2
 - Formal recognition at chapter wide events
- Discount on an exhibitor booth at the Annual State Conference - 75%
 - Ad in all 4 issues of ALDesign, the quarterly newsletter
 - Logo and recognition on the Chapter Website
- Permission to use "ASID Alabama Sponsor" Logo on your website and email signatures
 - Logo/name appears on the Sponsor Banner displayed at chapter events



The Highland Rim level is designed to provide a wide-expanse of benefits for those who like to reach their consumers on a horizontally balanced basis. It's the perfect choice for many of our vendors.


Cost: \$1,000

HIGHLAND

\$1,000

BENEFITS

- Social Media Post - 1 standard post
- Email and social media promotion of events (non-CEU) - 1
 - Formal recognition at chapter wide events
- Discount on an exhibitor booth at the Annual State Conference - 50%
 - Ad in all 4 issues of ALDesign, the quarterly newsletter
 - Logo and recognition on the Chapter Website
- Permission to use "ASID Alabama Sponsor" Logo on your website and email signatures
 - Logo/name appears on the Sponsor Banner displayed at chapter events



The Cumberland Plateau of north Alabama is one of the more scenic and ecologically important regions of the state, and so is the Cumberland Plateau level. It may not be the highest level, but it contains some of the better benefits.


Cost: \$800

CUMBERLAND PLATEAU

\$800

BENEFITS

- Discount on an exhibitor booth at the Annual State Conference - 15%
 - Ad in all 4 issues of ALDesign, the quarterly newsletter
 - Logo and recognition on the Chapter Website
- Permission to use "ASID Alabama Sponsor" Logo on your website and email signatures
 - Logo/name appears on the Sponsor Banner displayed at chapter events



Just like our Patrons, the Cahaba Valley is beautiful in an abundance of ways. We're grateful for our supporters and created this level to show it. Offering important benefits, it covers all the necessities.

Cost: \$500

CAHABA VALLEY

\$500

BENEFITS

- Permission to use "ASID Alabama Sponsor" Logo on your website and email signatures
 - Logo/name appears on the Sponsor Banner displayed at chapter events

BENEFITS

SPONSORSHIP BENEFITS	Cheaha Mountain \$1,500	Lookout Mountain \$1,200	Highland Rim \$1,000	Cumberland Plateau \$800	Cahaba Valley \$500
Logo recognition in chapter eblasts (excludes CEU notices)	✓				
Option to speak during lunch at the Annual State Conference	✓				
Promoted as an NCIDQ Prep workshop Sponsor	✓				
Discount on a table at the Annual Awards Banquet	Free	50%			
Company events featured on the chapter website (non-CEU)	✓	✓			
Guaranteed event sponsor at a location of your choice	2	1			
E-mail blast to the chapter membership (non-CEU)	4	2			
Social Media Post	1 Takeover 2 standard posts	2 standard posts	1 standard post		
Email and social media promotion of events (non-CEU)	4	2	1		
Formal recognition at chapter wide events	✓	✓	✓		
Exhibitor booth at the Annual State Conference	FREE	75% Discount	50% Discount	15% Discount	
Ad in all 4 issues of ALDesign, the quarterly newsletter	✓	✓	✓	✓	
Logo and recognition on the Chapter Website	✓	✓	✓	✓	
Permission to use "ASID Alabama Sponsor" Logo on your website and email signatures	✓	✓	✓	✓	✓
Logo/name appears on the Sponsor Banner displayed at chapter events	✓	✓	✓	✓	✓

A LA CARTE

Design Excellence Awards Sponsorship of the awards shows your support for the outstanding interior designers in the State of Alabama. You'll be able to present one of the awards, receive recognition in all promotional material, and be honored at the Awards Banquet. You will also receive 2 free tickets to the event.	\$700 4 available
Daisy Bond Student Design Awards Sponsorship of these awards supports our efforts to recognize and honor the talented students in the State of Alabama. Recognized as the premier student awards program, you'll be able to present one of the awards, receive recognition in all promotional material, and be honored at the Awards Banquet. You will also receive 2 free tickets to the event.	\$700 4 available
CEU and/or Social Event Sponsorship You'll be able to sponsor a social event at your showroom, or any other location of your choice. Your logo will be displayed on all promotional media.	Underwriting
Speaker Sponsor You'll work in conjunction with ASID Alabama to bring a nationally recognized speaker to our chapter for a special event. (Does not include CEU's)	Underwriting
Student Career Day You'll be investing in the future of interior design by providing students with the most unique and beneficial events of the year. You'll be recognized as a sponsor on our website and in at least one issue of our chapter newsletter.	\$500.00
Holiday Party You'll be able to host a holiday party in any of our design communities, at your showroom or other location of your choice.	Underwriting
Emerging Professionals Affairs Your sponsorship will allow us to provide the upcoming young professionals in Alabama with unique and valuable events, including preparation classes for the NCIDQ exam.	\$500.00

Chapter Sponsorship Commitment Form

Company Name:

Contact Person:

Contact Email:

Contact Phone:

Address:

City | State | Zip:

Website:

Please indicate your sponsorship choice

- Cheaha \$1,500 Lookout \$1,200 Highland \$1,000 Cumberland \$800 Cahaba \$500

PAYMENT OPTIONS: Installation payments are not accepted.

Check: Make check payable to ASID Alabama and mail to:

ASID Alabama | 211 Lockridge Lane | Riverside, AL 35135

Credit | Debit Card:

Email this completed form to: administrator@al.asid.org.

We use [PayPal](#) and [Square](#) to process cards. We can generate an email invoice, which will allow you to pay online; you do not have to be registered users of these sites to pay via this method. Or, you may contact the office at 205.441.8187 and provide your card information. Please indicate your preference:

- Send an email invoice via Square
 Send an email invoice via PayPal
 Contact me at the number above for card information

You agree to the terms and conditions set forth by ASID Alabama.

Signature:

Date:

A la Carte Sponsorship Commitment Form

Company Name:

Contact Person:

Contact Email:

Contact Phone:

Address:

City | State | Zip:

Website:

Please indicate your sponsorship choice:

- Design Excellence Awards (\$700 - 4 available)
- CEU and/or Social Event Sponsorship (Underwriting)
- Speaker Sponsor (Underwriting)
- Student Career Day (\$500)

*For underwritten events, skip the payment options. Simply email this form to administrator@al.asid.org and someone will contact you to begin scheduling. You will not pay ASID directly.

- Daisy Bond Student Design Awards (\$700 - 4 available)
- Holiday Party (Underwriting)
- Emerging Professionals Events (\$500.00)

PAYMENT OPTIONS: Installation payments are not accepted.

Check: Make check payable to ASID Alabama and mail to:

ASID Alabama | 211 Lockridge Lane | Riverside, AL 35135

Credit | Debit Card:

Email this completed form to: administrator@al.asid.org.

We use [PayPal](#) and [Square](#) to process cards. We can generate an email invoice, which will allow you to pay online; you do not have to be registered users of these sites to pay via this method. Or, you may contact the office at 205.362-6664 and provide your card information. Please indicate your preference:

- Send an email invoice via Square
- Send an email invoice via PayPal
- Contact me at the number above for card information

You agree to the terms and conditions set forth by ASID Alabama.

Signature: _____ Date: _____

Type of Advertisement		Cost
Email Blast (each)		\$300
Social Media Advertisement (each)	1-day takeover	\$400
	Video post	\$225
	Standard post	\$125

E-magazine Advertising



Gearing Up For The Client Of The Future

Cheaha

Lookout

Advertisement details: 1024 x 300 px, No larger than 1920 x 720 px

Size	Member Cost	Non-Member Cost
Platinum At least 1024 x 300 px No larger than 1920 x 720 px	\$300	\$450
Gold 960 x 720 px	\$150	\$300
Silver 480 x 360 px	\$100	\$200
Bronze 250 x 250 px	\$75	\$150



Gearing Up For The Client Of The Future

Highland

Cumberland

Advertisement details: 960 x 720 px