

CREW 49

ASID
California Central | Nevada
Sponsorship Program

ASID Believes Design Impacts Lives



ASID advances the profession and communicates the impact of interior design to enhance the human experience.

The California Central | Nevada Chapter of ASID inspires and enriches its members by promoting the value of interior design while providing indispensable knowledge and experiences that build relationships.

We are more powerful as a community if we invest in our future together.



**ASID Central California | Nevada
Sponsorship Opportunities**

	Diamond \$2,500	Emerald \$1,750	ANDYZ \$1,500	Ruby \$1,000	'a la Carte (for 1 ea)
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Print & Digital Media

Full page e-blast to members (advertising or news)	✓ (2)	✓ (2)	✓	✓	\$ 450.00
Banner advertisement in monthly Chapter newsletter	✓ (2)	✓			\$ 250.00
Educational article in monthly chapter newsletter	✓	✓			\$ 350.00
Use of chapter snail mail mailing list	✓				\$ 450.00
Prime location of Sponsor Logo & link on chapter website	✓ (2)	✓ (2)	✓	✓	\$ 500.00
Enhanced event promotion by e-blast & in social media		✓ (2)	✓	✓	\$ 450.00
Local job posting in monthly chapter newsletter	✓	✓	✓	✓	\$ 100.00
Instagram and FB postings	✓ (12)	✓ (12)	✓ (12)	✓ (12)	\$ 500.00
Product information in chapter office/lounge	✓	✓	✓	✓	Priceless
Company listing on Website (Opt-in via ASID National)	✓	✓	✓	✓	Included
Listing in IP Directory (Published by Chapter)	✓	✓	✓	✓	Included
Highlighted listing in IP Directory	✓	✓	✓	✓	\$ 50.00
Advertisement Space in IP Directory	✓	✓	✓	✓	\$ 250.00
Listing of Chapter Sponsors at all chapter events	✓	✓	✓	✓	Priceless
ANDYZ Sponsorship					\$ 1,500.00
Logo on screen before and after presentation	✓	✓			
Verbal recognition during awards presentation	✓	✓			
Logo on all digital collateral for event (link as applicable)	✓	✓	✓		
Logo on all printed collateral for event	✓	✓	✓		
Opportunity to include marketing material in swag bag	✓	✓	✓		
Logo inclusion on all social media event listings	✓	✓	✓		
Sponsor table display at ANDYZ celebration	✓	✓	✓		
Sponsor Logo & link on chapter homepage & ANDYZ page	✓	✓	✓		
Logo included in ANDYZ Awards Showcase Display	✓	✓	✓		
Students					
Student Advancement Assistance	✓				
PACKAGE VALUED AT	\$ 6500+	\$ 4,050	\$ 3250+	\$ 2,300	

MEMBERSHIP vs. SPONSORSHIP

WHAT IS THE DIFFERENCE?

What is an Industry Partner Member?

An Industry Partner is a basic membership in ASID, paid for with your annual dues. Membership allows Industry Partners to take part in the Chapter Experience, just like a Designer member, and opens you up to the local design community. Industry Partner members are granted benefits that only ASID members receive. These benefits include a subscription to our monthly Chapter newsletter, which contains Chapter news, and notices of our upcoming events.

Industry Partner representative(s) are made aware of and invited to attend all of our Chapter events through the newsletter and follow-up event e-blasts. Attending events provides an opportunity to network with ASID designers, so that the designers get to know your company representatives, who in turn become the designer's personal resource for products and services. As members of ASID, Industry Partner companies may also host Chapter meetings and CEUs at your place of business, or in partnership with someone local. Industry Partners are also encouraged to become active in Chapter operations by volunteering on Chapter Committees, and have select opportunities to serve on the Chapter Board of Directors. ASID Industry Partner members are offered free event postings on our ASID Chapter Website, in the Monthly Chapter Newsletter, and through our social media channels. Industry Partners are also listed in our annual Vendor directory. Other benefits of membership include discounted pricing for use of our snail mailing list, advertisements, additional event e-blasts, non-event related eblasts, and social media outreach, as well as exclusive sponsorship opportunities that are only offered to our members.

What is a Chapter Sponsor?

Sponsorship provides opportunities to increase your company's visibility through additional marketing, branding, special access, and deeper engagement with our specialized audience. Sponsorships are offered at a fee in addition to your annual membership dues. Only ASID Members may take advantage of our Sponsorship Program which provides extensive benefits that further your contact with our members, as well as increases your exposure throughout the Chapter region, and beyond. Sponsors can provide our members exclusive access to industry partner content, tools and opportunities. Sponsoring our Chapter 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.

Sponsors help us to grow the chapter. Your Sponsorship provides ASID California Central / Nevada Chapter the opportunity to generate non-dues revenue that funds important organizational missions and objectives, and helps underwrite valuable programs and events that engage our members. A very small portion of the dues paid to ASID National trickle down to the chapter, so your sponsorship allows us to do what we can to keep our local members happy, and encourage new designers to join ASID. It's a Win-Win opportunity!

Get Your Sponsorship Packets here:

<https://crew49advertisingandsponsorships.eventbrite.com>

Diamond Sponsor | \$2500

A \$6350.00 value! The **Diamond** Package includes:

- Send 2 full page flyers, as individual sponsored message e-blasts, sent directly from the Chapter to our ASID members and constituents. The e-blast may contain any company news, your latest promotion, or advertisement message. Includes your company logo and URL link(s).
- Post 2 banner advertisements in our monthly chapter newsletter. Sponsor must provide the image and URL link at least 2 weeks before the chosen monthly newsletter goes out. You may choose which months that you want your ad to be included. The banner ad must be provided to the chapter as a .PNG image, along with the URL that you want linked to it.
 - For best results, your banner image should be 600 X 200 Pixels (approximately, a 2 inch by 6.5 inch rectangle (if viewed full page size on a 15 inch computer screen). Posting dates are only available from January 2021 – December 2021.
- Place an educational article in the monthly chapter newsletter. You may choose which month that you want your article to be included. Special permission to reprint copyrighted material is required. Company logo and link will be posted with the article. Article and permission to use must be provided to the Chapter no later than November 2021.
- Send a paper brochure or flyer to our members by snail mail. Diamond sponsors are allowed a 1-time use of our chapter snail mail mailing list via our secure mailing house. *details on page 14.
- Get prime location for your logo & link on our chapter website homepage.
- Having events online, or in your showroom? Receive enhanced event promotion to our constituents via e-blast & social media. Additional 2 direct E-blasts per event.
- Post your job ad in the monthly chapter newsletter. Send the job information to administrator@cac-nv.asid.org for posting in the upcoming Newsletter.
- 12 featured postings on Instagram and Facebook (camera/text ready). *details on page 13.
- Display your flyers and product information to our Chapter offices, at the Las Vegas Design Center, to be displayed in the lounge. The ASID lounge is open daily, and also hosts a Hospitality Suite during Las Vegas Market that is open to all Market attendees.

Diamond Sponsor Continued:

- Company listing on ASID website's 'Find an Industry Partner' (must opt-in via ASID National). We have a 'Find an Industry Partner' area on our Chapter website, and on ASID National's website. In the past, ASID member companies were automatically included on this search engine. Now with changes in privacy laws, you must opt-in directly through ASID National. Call 202-546-3480 to get yourself added to the search categories.
- Highlighted listing in our Annual Industry Partner Directory (published by chapter), and distributed to all Chapter members.
- An advertisement space in Industry Partner Directory. Get your company noticed.
- Your company listed as a preferred Chapter Sponsor at all chapter events.
- Student advancement assistance. A portion of your sponsorship dollars will be given to our award-winning graduating students to cover their ASID membership dues for the first year after graduation as Emerging Professional members.
- ANDYZ Awards Sponsorship. We've included an additional category of sponsorship when you support us at this level. It provides so many further benefits to your company. *details on page 9.

Emerald Sponsor | \$1750

A \$4050.00 value! The **Emerald** Package includes:

- Send 2 full page flyers, as individual sponsored message e-blasts, sent directly from the Chapter to our ASID members and constituents. The e-blast may contain any company news, your latest promotion, or advertisement message. Includes your company logo and URL link(s).
- Post 2 banner advertisements in our monthly chapter newsletter. Sponsor must provide the image and URL link at least 2 weeks before the chosen monthly newsletter goes out. You may choose which months that you want your ad to be included. The banner ad must be provided to the chapter as a .PNG image, along with the URL that you want linked to it.
 - For best results, your banner image should be 600 X 200 Pixels (approximately, a 2 inch by 6.5 inch rectangle (if viewed full page size on a 15 inch computer screen). Posting dates are only available from January 2021 – December 2021.
- Place an educational article in the monthly chapter newsletter. You may choose which month that you want your article to be included. Special permission to reprint copyrighted material is required. Company logo and link will be posted with the article. Article and permission to use must be provided to the Chapter no later than November 2021.
- Get prime location for your logo & link on our chapter website homepage.
- Having events online, or in your showroom? Receive enhanced event promotion to our constituents via e-blast & social media. Additional 2 direct E-blasts per event.
- Post your job ad in the monthly chapter newsletter. Send the job information to administrator@cac-nv.asid.org for posting in the upcoming Newsletter.
- 12 featured postings on Instagram and Facebook (camera/text ready). *details on page 13.
- Drop off or mail your flyers and product information to our Chapter offices, at the Las Vegas Design Center, to be displayed in the chapter office/lounge. The ASID lounge is open daily, and also hosts a Hospitality Suite during Las Vegas Market that is open to all Market attendees.
- Company listing on ASID website's 'Find an Industry Partner' (must opt-in via ASID National). We have a 'Find an Industry Partner' area on our Chapter website, and on ASID National's website. In the past, ASID member companies were automatically included on this search engine. Now with changes in privacy laws, you must opt-in directly through ASID National. Call 202-546-3480 to get yourself added to the search categories.

Emerald Sponsor Continued:

- Highlighted listing in our Annual Industry Partner Directory (published by chapter), and distributed to all Chapter members.
- An advertisement space in our Industry Partner Directory. Get your company noticed.
- Your company listed as a preferred Chapter Sponsor at all chapter events.

The ANDYZ Awards Package | \$1500

A \$4050.00 value! The **ANDYZ** Package includes:

- Sponsor Logo & link on chapter homepage & ANDYZ page. Prime location for Company listing (logo & link) indicating sponsorship and commitment to design community on Website (home page and ANDYZ Awards page)
- Drop off or mail your flyers and product information to our Chapter offices, at the Las Vegas Design Center, to be displayed in the chapter office/lounge. The ASID lounge is open daily, and also hosts a Hospitality Suite during Las Vegas Market that is open to all Market attendees.
- Company listing on ASID website's 'Find an Industry Partner' (must opt-in via ASID National). We have a 'Find an Industry Partner' area on our Chapter website, and on ASID National's website. In the past ASID member companies were automatically included on this search engine. Now with changes in privacy laws, you must opt-in directly through ASID National. Call 202-546-3480 to get yourself added to the search categories.
- Highlighted listing in our Annual Industry Partner Directory (published by chapter), and distributed to all Chapter members.
- Listing of chapter sponsors at all chapter events
- Logo on screen before and after ANDYZ Awards presentation.
- Verbal recognition during Awards presentation
- Logo on all digital collateral for event (link as applicable). Company logo and tag on all ANDYZ Award promotion via social media (and Instagram & Facebook). Logo on all ANDYZ promotions in Chapter Newsletter.
- Logo on all printed collateral for event.
- Opportunity to include marketing material and promotional item in swag bag. Reach award winning designer and their colleagues with the opportunity to add a gift or promotional material in the ANDYZ gift bag
- Sponsor table display at ANDYZ celebration. Engage award winning designers, and their colleagues, during the awards celebration during Las Vegas Market. Set up a tabletop display. Use this chance to meet with designers, one on one, prior and after the event.
- Logo included in ANDYZ Awards Showcase Display. Showcase is Displayed at Las Vegas Design Center and during and post Las Vegas Market events – visible to thousands of people.

Ruby Sponsor | \$1000

A \$2050.00 value! The **Ruby** Package includes:

- Send 1 full page flyer, as an individual sponsored message e-blast, sent directly from the Chapter to our ASID members and constituents. The e-blast may contain any company news, your latest promotion, or advertisement message. Includes your company logo and URL link.
- Get prime location for your logo & link on our chapter website homepage.
- Having events online, or in your showroom? Receive enhanced event promotion to our constituents via e-blast & social media. Additional 2 direct E-blasts per event.
- Post your job ad in the monthly chapter newsletter. Send the job information to administrator@cac-nv.asid.org for posting in the upcoming Newsletter.
- 12 featured postings on Instagram and Facebook (camera/text ready). *details on page 13.
- Drop off or mail your flyers and product information to our Chapter offices, at the Las Vegas Design Center, to be displayed in the chapter office/lounge. The ASID lounge is open daily, and also hosts a Hospitality Suite during Las Vegas Market that is open to all Market attendees.
- Company listing on ASID website's 'Find an Industry Partner' (must opt-in via ASID National). We have a 'Find an Industry Partner' area on our Chapter website, and on ASID National's website. In the past ASID member companies were automatically included on this search engine. Now with changes in privacy laws, you must opt-in directly through ASID National. Call 202-546-3480 to get yourself added to the search categories.
- Highlighted listing in our Annual Industry Partner Directory (published by chapter), and distributed to all Chapter members.
- Your company listed as a preferred Chapter Sponsor at all chapter events.

Student Advancement Sponsor | \$500

Help a student with membership advancement assistance - Sponsor the advancement of graduating interior design students. Your sponsorship dollars will be awarded to graduating students to cover their ASID membership dues for the first year after graduation as ASID Emerging Professional members.

- Company listing on ASID website's 'Find an Industry Partner' (must opt-in via ASID National). We have a 'Find an Industry Partner' area on our Chapter website, and on ASID National's website. In the past ASID member companies were automatically included on this search engine. Now with changes in privacy laws, you must opt-in directly through ASID National. Call 202-546-3480 to get yourself added to the search categories.
- Highlighted listing in our Annual Industry Partner Directory (published by chapter), and distributed to all Chapter members.
- Your company listed as a preferred Chapter Sponsor at all chapter events.

'A La Carte Options

Full page e-blast to members | \$450

Reach over a thousand members of the design community via email.

Send a full-page flyer, as individual sponsored message e-blast, sent directly from the Chapter to our ASID members and constituents. The e-blast may contain any company news, your latest promotion, or advertisement message. Includes your company logo and URL link(s).

Banner advertisement in newsletter | \$250

Post one or more banner advertisements in our monthly chapter newsletter. Sponsor must provide the image and URL link at least 2 weeks before the chosen monthly newsletter goes out. You may choose which month(s) that you want your ad to be included. The banner ad must be provided to the chapter as a .PNG image, along with the URL that you want linked to it.

- For best results, your banner image should be 600 X 200 Pixels (approximately, a 2 inch by 6.5 inch rectangle (if viewed full page size on a 15 inch computer screen).

Posting dates are only available from January 2021 – December 2021.

Advertisement in IP Directory | \$250

1/3 column advertisement in Industry Partner Directory. You supply camera ready artwork.

Highlighted listing in IP Directory | \$50

Your company listing to be emphasized in Industry Partner Directory in bold print and framed in a bold color.

Instagram and Facebook Postings | \$500 for 12 or \$100 for 1 post

Featured Instagram and/or Facebook Posts. This can be product image, industry news or promotional.

Take advantage of our followers!

Did you know that we have thousands of active followers on social media? ASID California Central | Nevada, IG - @asid_canv & FB - @asidcanv will showcase your company name, social media tag, and project work on our page. Choose to post only once, or purchase a set of 12.

If taking advantage of the set of 12, up to 10 photos of your choice can be submitted for use in your 12 posts. Date options for your posts, will be provided to you to select from.

You must write your own description, which may be edited if needed. There is a max of 3 posts per day so there's minimal competition for attention. Be featured 12 times per year, use them once per month, or request multiple posts in a month up to a max 12 featured postings.

No limit to number of individual or sets (of 12) available for you to purchase.

Local job posting in newsletter | \$100

Post job offerings to a targeted pool of applicants in the design community via our monthly newsletter.

Snail Mailing List Rental | \$350

In order to comply with privacy policies, we rent the use of our mailing list through a secure mailing house, Premier Print and Mail, <https://www.premierprint-mail.com/>. Their offices are located in Sacramento and Folsom CA.

The cost of a **one-time** use of our mailing list for ASID members is \$350 (this fee does not include the costs of printing and mailing that you will negotiate directly with the mailing house). When someone purchases the use of our list they are purchasing the one time use of the mailing addresses of all of our members. They do not receive a copy of those addresses. We do not separate names based on the target market for their product or service. Our members are asked to keep their contact information current, but we cannot ensure that every one of the addresses is current.

Once again, please be aware that Premier Print and Mail's charges for fulfillment and/or postal services, such as brochure printing, and/or mailing, are not included in the base mailing list rental fee that you pay to the Chapter directly. You will need to negotiate with the mailing house directly for that cost. We will also need to review and approve the mailing before it goes out. We reserve the right to send the mailing back for editing, if the content is not compliant with ASID standards.

Once you have made payment to the chapter, you may contact Premier Print and Mail with your printing, and/or mailing needs. We will provide you the person to contact. You will work directly with the mailing house to decide on terms of payment for services provided by the mailing house. You do not have to use them for printing, but all fulfillment (mailing) needs to be done through them. They will contact us to let us know that you have contracted to work with them. We then provide Premier Print and Mail with our most recent mailing list to use for your mailings. They have agreed to keep our mailing list confidential.

Payment of the base mailing list rental fee may be made to the Chapter here: <https://snailmailrentalformembers.eventbrite.com>

Please don't hesitate to contact us with questions about any of the sponsorship and advertising opportunities listed. We are also open to customizing a package that suits your needs.

info@cac-nv.asid.org

Purchase Sponsorship and Advertising Packages here:

<https://crew49advertisingandsponsorships.eventbrite.com>