2021 Partnership Packet

The American Society of Interior Designers (ASID) believes that design impacts lives.

The South Central Chapter of ASID,

needs your help to continue promoting their mission…

We collaborate with others to promote the value of interior design. We prepare our members to excel in a dynamic and evolving profession. We generate, collect, and disseminate applied knowledge.

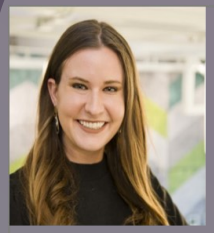
Through education, knowledge sharing, advocacy, community building and outreach, we strive to advance the interior design profession and, in the process, to demonstrate and celebrate the power of design to positively change people's lives.

We lead interior designers in shared conversations around topics that matter: from evidence-based and human-centric design to social responsibility, well-being, and sustainability. We showcase the impact of design on the human experience and the value interior designers provide.

AMERICAN SOCIETY OF INTERIOR DESIGNERS

SOUTH CENTRAL

MEET THE BOARD



Lauren Booth, Allied ASID
President



Shawn Thompson, ASID
President-Elect



Michael LeBlanc
Director of Finance



Currently Vacant
Director of Communications



Tamara Campbell, Allied ASID
Director At-Large



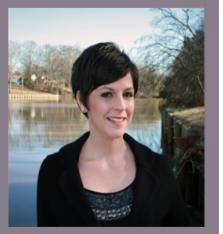
Sam Green
Director of Membership



Kimberley Furlong, ASID
Director of Professional Development



Mikayla West
Student Rep to the Board



Amanda Reviere, ASID
Chapter Administrator

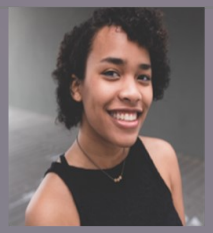
MEET THE CHAIRS



Alissa Oates, Allied ASID
Government Affairs Chair



Shannon McCurdy, Allied ASID
Emerging Professional Chair



Jasmine Frazier, Allied ASID
Student Affairs Chair



Victoria Guillory, ASID
DC Chair, Central Arkansas



Jo Turover, Allied ASID
DC Chair, Northwest Arkansas



Laken Drake, ASID
DC Chair, North Louisiana



Kaitlin Huguley, ASID
DC Chair, Mississippi

LETTER FROM THE PRESIDENT OF THE SOUTH CENTRAL CHAPTER of ASID…

While ASID has rich membership data from our past events and surveys, I strive to engage and recruit more diverse membership, provide programming that interests our members and recruit volunteers that are willing to share their time and talents to assist our Chapter & DCs.

Our board of directors has been working hard to assess a number of potential scenarios that could play out in how we navigate our events and fundraising efforts for our upcoming year. Just as design is ever evolving and developing, ASID South Central is preparing for this coming year as things continue to evolve. As a vendor, your PARTNERSHIP with us provides the resources needed to share our mission with the public & to educate our members with relevant programming . PARTNERSHIP with our Chapter also gives you access to our diverse membership.

As we continue in our 2020-2021 year, I want to remind our members that the benefits of engaging with ASID are limitless! It not only provides you with a network of design professionals and vendors on whom you can call in crisis or in celebration, but also hones your skills and, sometimes, moves you out of your comfort zone to become more confident or learn something new. We all work hard and enjoy our time together (both virtually and face-to-face), while advancing in our professions.

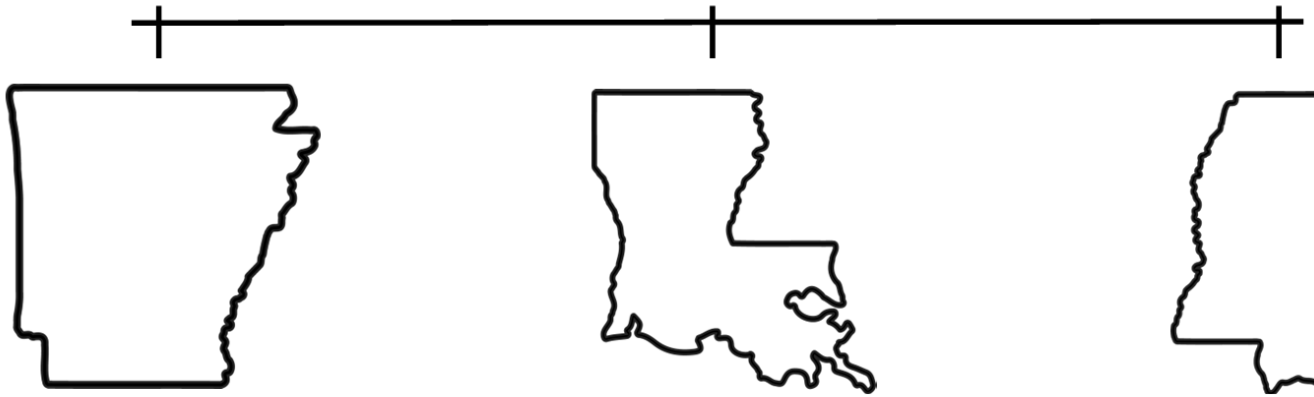
We truly value the PARTNERSHIP between our members and our vendors who not only share a working relationship but often develop personal relationships for life! Thanks so much for PARTNERING with us!

Cheers!

Lauren Booth, Allied ASID
FY2021 South Central, President

SOUTH CENTRAL CHAPTER

800+ Chapter Members in 3 States & 8 Design Communities



ARKANSAS

- CENTRAL ARKANSAS
- NORTHWEST ARKANSAS

LOUISIANA

- NORTH LOUISIANA
- NEW ORLEANS
- BATON ROUGE
- LAYFAYETTE/ LAKE CHARLES

MISSISSIPPI

- MISSISSIPPI
- MISSISSIPPI GULF COAST

Residential | Healthcare | Education | Government | Hospitality | Retail | Office | Branded | Multi-Housing

1000+ CONTACTS (Monthly BUZZ & Emails)	@sc.asid 888 FOLLOWERS	sc_asid 537 FOLLOWERS	@sc_asid 235 FOLLOWERS	ASID South Central Chapter 465 CONNECTIONS

*Current data as of 2/21/21

COMPLETE YOUR PARTNERSHIP REGISTRATION HERE...

https://conta.cc/3oZD17D

EMAIL ALL QUESTIONS TO...

Lauren Booth: president@sc.asid.org

Shawn Thompson: president-elect@sc.asid.org

Tamara Campbell: at-large@sc.asid.org

TENTATIVE 2021 EVENTS

{In-Person, as allowed}

DESIGN SUMMIT

September 2021 | Little Rock, AR
(Annual Chapter Convention, Student Career Day & Annual Awards Gala)

CHAPTER BOARD QUARTERLY MEETINGS +CHAPTER BOARD RETREAT

(Strategic & Budget Planning)

DESIGN COMMUNITY MONTHLY MEETINGS, CEUs & HOLIDAY GATHERINGS

UNIVERSITY INTERIOR DESIGN PROGRAMS

(Monthly on-campus meetings & On-Line Design Competition)

-PLUS-

The BUZZ Monthly, {virtual} Publication

DC Monthly e-Blasts

Social Media

ASID_SC Website

2021 PARTNER BENEFITS	DIAMOND $2,500	PLATINUM $2,000	GOLD $1500	SILVER $1000	BRONZE $500	PEWTER $300
Company NAME, LOGO & LINK on the chapter website homepage sc.asid.org	X	X				
Company NAME, LOGO & LINK on the chapter website under the Partner's tab	X	X	X	X	X	X
Company NAME, LOGO & LINK in the chapter monthly BUZZ publication	X	X	X	X	X	X
Company LOGO on all chapter social media accounts	X	X	X	X	X	
Company HIGHLIGHT on all chapter social media accounts	4/YR	3/YR	2/YR	1/YR		
Company HIGHLIGHT in the monthly BUZZ digital publication	4/YR	3/YR	2/YR			
Company specific Eblast to members- Company to provide graphics & content	4/YR	2/YR				
Chapter Signature Event Opening Sponsor- 3 min speaking opportunity during opening	X					
Excellence In Design Awards Show Opening Sponsor- 3 min intro about the company during the opening		X				
Excellence In Design Awards Show Category Sponsor- 20 sec spotlight on the company between award categories		X	X			
Opportunity to HOST & UNDERWRITE a local Design Community Mtg/Event/CEU- LOGO on BUZZ ad for Mtg/Event/CEU*	X	X	X	X	X	X
Discount for a booth (or table space) at the Chapter Signature Event (if applicable)	FREE	75%	75%	50%	25%	

*All Chapter & Design Community Meetings/Events/CEUs will be hosted & underwritten by SC Chapter Partners

NEW IN 2021…

Chapter Partners will be offered a "FIRST RIGHT OF REFUSAL" (in LEVEL order from Diamond down) on ALL SPONSORSHIP OPPORTUNITIES, before being opened to the general public.

Each Chapter Event will generate its own sponsorship opportunities. (ie; Location Sponsors, Pecha Kucha Presentations, Award Presenters, Speaker Sponsors, Vendor Booths, Swag Bags, Food/Drink Sponsors, Photo Booth Sponsors, Decoration Sponsors, Entertainment Sponsors, etc.) These options will start at $100 & go up from there, giving every partner (with any type of budget) sponsorship opportunities.

Each Event Planning Committee will determine the sponsorship options, costs & limitations for each event.

Monthly DC meetings will have a once a year sponsorship limit per Partner, unless no other sponsor is available.

All Prices shown reflect Industry Partner Member Rates.

If a Partner is not available to sponsor, a NON-Partner can sponsor for $100 per event.

Non-members may participate at shown rate +40%.

For information on becoming an Industry Partner Member, please visit: *https://www.asid.org/belong/apply/industry-partners.*

THANK YOU TO OUR 2020 PARTNERS!

-PLATINUM-

Tarkett

-GOLD-

innerplan

Office Interiors + Furniture + Design

-SILVER-

bpi

-BRONZE-

national

MDC INTERIOR SOLUTIONS

shaw contract®

K koroseal surface-scape your vision

Architex®

-PEWTER-

GJA

Glen Jones & Associates, Inc.

Manufacturer's Representatives