

# ASID NYU/CE 2021 SPONSORSHIP OPPORTUNITIES

ASID NYU/CE is excited to announce our FY 2021 sponsorships now available!

Please note we are happy to customize sponsorship packages for our Industry Partners. If you are interested in more details please call Terry Parker Duane, Administrator NYU/CE ASID at 585-576-4797 or email her at [administrator@nyuce.asid.org](mailto:administrator@nyuce.asid.org)

Please note programs begin as early as November 9<sup>th</sup>, 2020 , so don't delay!

| Sponsorship Levels  | GOLD           | SILVER           | BRONZE       | A LA CARTE      |
|---|----------------|------------------|--------------|-----------------|
| <b>Rates</b>  | <b>\$3,000</b> | <b>\$1,500</b>   | <b>\$750</b> | <b>variable</b> |
| E-BLAST of 'non-chapter' event  | 2              | 1                | 1            | \$250           |
| Prime location of brand logo on ASID NYU/CE website, with hotlink   | Large          | Medium           | Small        | NA              |
| LOGO on all events  | Large          | Medium           | Small        | NA              |
| LOGO on all event e-blasts  | Included       |                  |              | NA              |
| LOGO on all President's e-blasts  | Large          | Medium           | Small        | NA              |
| MENTION at <b>all PROGRAMS</b> (15-20 seconds) – <i>Programs listed below</i>   | Included       | Included         |              | NA              |
| SOCIAL MEDIA placement - Instagram  | 8<br>(1/month) | 4<br>(1/quarter) | 1/year       | \$150           |
| SOCIAL MEDIA placement - Facebook   | 8<br>(1/month) | 4<br>(1/quarter) | 1/year       | \$150           |
| Host CEU/ webinar (eblast included); IP supplies zoom link, invite  | 1              | 1                | 1            | \$300           |
| Host Student event (virtual) & education program meeting for all members; Student & EP focus  | 1              | 1                | 1            | \$300           |
| <b>ASK THE AUTHOR</b> Program (planning on 4 minimum) 15-20 second mention<br>( <i>No more than four Sponsors per program</i> )   | 1              | 1                |              | \$300           |
| <b>Virtual Holiday Party</b> Provide \$100 +Give-away Prize- mention at start, then at closing and listing in congratulations email to attendees after event  | Included       | Included         |              | \$300           |
| <b>Book Club</b> Program (minimum of 3 planned) - mention at start, then at closing   | All 3          | All 3            | 1            | \$300           |
| <b>Virtual Holiday Party Sponsor</b><br>Two min intro by Sponsor, Instagram & Facebook Ad plus (2) 24-hr stories<br><i>This event will be open to Designers, IP's and their clients to participate in virtual Trivia Contest managed by professional virtual trivia company</i> | Included       |                  |              | \$1,500+        |
| <b>DESIGN EXCELLENCE AWARDS: Five Opportunities Total</b><br>15-20 second mention in between speakers on webinar, logo visible before speakers. Instagram and Facebook placement.   | Included       | Choose 1*        |              | \$500           |
| Present category winners for an aligned business, (ie) kitchen bath, fabric, flooring, etc.   | Included       |                  |              | \$500           |
| <b>E-BLAST</b>  | 3              | 2                | 1            | \$250           |
| Package of Four (no more than one email per week)   |                |                  |              | \$750           |

## Scheduled NYU/CE ASID Programs for 2020: these virtual programs are posted to website and evites are being mailed

November 9 - ASK THE AUTHOR  
November 16 – PORCELANOSA CEU 1 of 3  
December 11 – PORCELANOSA CEU 2 of 3  
January 20 – PORCELANOSA CEU 3 of 3

## Upcoming NYU/CE ASID Programs for 2020 – these virtual programs are all in planning phases and may be altered at plans materialize

ASK THE AUTHOR – 3 events to be held. These events will feature authors that will present their topics and include open Q&A with Authors  
BOOK CLUB – will meet quarterly to discuss pre-selected Design Genre books and have round table discussions  
Strickle Social - Networking Meetings - Ideas PJ's all Day, Whine and Wine and Trivia Holiday Event  
CEUs – Wellness, IP product lines, Organizational Skills Topics being develop currently  
Design Excellence Awards – annual award event, recognizing Designers, Student and Industry Partners  
Holiday Party - We are using a professional Virtual Trivia Company to do customized programs for ASID Designers