

2020 SPONSORSHIP OPPORTUNITIES

AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS



ASID BELIEVES THAT DESIGN IMPACTS LIVES

THE AMERICAN SOCIETY OF INTERIOR DESIGNERS (ASID) strives 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.

ASID offers a wide range of sponsorship opportunities across a variety of platforms, programs, and initiatives, providing you with the ability to **align your brand visibility, in person contact, marketing activities, and touch points** with the ASID design community to best meet your needs.

ASID serves the full community of the interior design profession and practice through the Society's programs, networks, and advocacy.

24,000+

MEMBERS

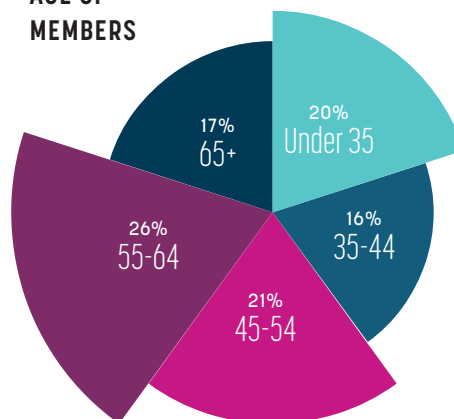
46

PROFESSIONAL
CHAPTERS

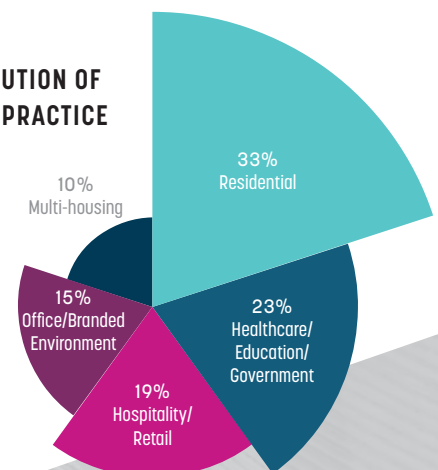
300

STUDENT
CHAPTERS

AGE OF
MEMBERS



DISTRIBUTION OF
DESIGN PRACTICE
AREAS



INDUSTRY PROFILE

**\$77.95
BILLION**

of product is
specified by interior
designers annually*

DISTRIBUTION OF SERVICES FROM THE INTERIOR DESIGN INDUSTRY**

59%	Professional, Scientific & Technical Services
20%	Retail Trade
7%	Wholesale Trade
6%	Construction
3%	Management of Companies & Enterprises
2%	Manufacturing
1%	Real Estate and Rental & Leasing
1%	Federal, State, and Local Government (OES Designation)
0.4%	Healthcare and Social Assistance
0.4%	Educational Services
0.2%	Accommodation and Food Services

ASID REACH

\$1,000,000

FINANCIAL CONTRIBUTION
BY ASID/ASID FOUNDATION
TO RESEARCH OVER THE
LAST FIVE YEARS



30%

AVERAGE OPEN
RATE ON DIGITAL
COMMUNICATIONS



48,100

FACEBOOK LIKES



18,700

INSTAGRAM FOLLOWERS



55,400

TWITTER FOLLOWERS



19,200

LINKEDIN FOLLOWERS

\$2.2 MILLION

ADVERTISING EQUIVALENCY VALUE OF
ASID NEWS COVERAGE IN THE PAST YEAR

172,000

VISITS TO ASID.ORG PER QUARTER

644,000

PAGEVIEWS ON ASID.ORG PER QUARTER

10,000

VISITS TO THE ASID EDUCATION
PAGE IN THE PAST YEAR

*Source: Universe Study of the Interior Design Profession, Interior Design magazine, 2017

** Source: U.S. Bureau of Labor Statistics, Occupational Employment Statistics, May 2016 (updated March 2017)

2020 SPONSORSHIP OPPORTUNITIES

AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS



A La Carte Options – Add on to a bundled package or create your own

RESEARCH & THOUGHT LEADERSHIP

IN PERSON ENGAGEMENT

Hosted Influencer Meetings

• National Board	\$25,000
• Chapter Support Team	\$15,000
• Diversity Council	\$15,000
• Engagement Advisory Council	\$15,000
• Educators Council	\$15,000
• GPA Advisory Council	\$15,000
• Professional Development Committee	\$15,000
• Student Support Committee	\$15,000
• Event Committee Meeting	\$10,000

Hosted Roadshow Events

• Workshop: WELL Certification Prep	\$5,000
-------------------------------------	---------

Executive Consultation

• Research, Chapter Services, Education, Students, GPA	\$1,000/hour
--	--------------

EDUCATION

Online Learning/CEUs

• CEU Course Creation Sponsor	\$15,000
• Existing CEU Course Sponsor	\$7,500
• Digital Survey Distribution	\$7,500
• Chapter Learning Action Guide	\$1,000

Online Learning/non-CEU

• Partner Spotlight Webinar	\$5,000
• Chapter Leaders Webinar	\$5,000

RESEARCH

ASID Research

• Sponsored Research/Case Study	\$30,000
• Collaborative Research	Custom
• Collective Contribution Research	\$10,000+
• Topical Research Brief Sponsor	\$10,000
• Customized Industry Research	\$7,500
• Curated Focus Group	\$7,500

ASID Foundation

• Endowment Partnership	\$500,000+
• Scholarship Partnership	\$10,000+

**This opportunity offers exclusivity.*

CONFERENCES & EVENTS

STUDENT EVENTS

• SCALE: ASID National Student Summit (co-located with Presidents Forum)	\$15,000
– Keynote Sponsor	\$5,000
– Expanded Space	\$5,000
• SCALEX	\$7,500 (or \$2,500/location)
• SCALE/PF + SCALEX	\$20,000
• Career Fair	\$1,500

EMERGING PROFESSIONAL/MID-CAREER

• The Leadership Experience: Presented by ASID	\$20,000
– Keynote Sponsor	\$10,000
– Expanded Space	\$5,000
• Presidents Forum (co-located with SCALE)	\$15,000
• Ones To Watch	\$25,000/year*

PRINCIPALS, PARTNERS AND OWNERS

• Platform: A Retreat For Design Visionaries	\$50,000/year*
--	----------------

AWARDS AND SPECIAL EVENTS

• Outcome of Design Awards and Conference	\$50,000/year*
• Celebration: ASID Awards Gala	\$7,500
• Student Portfolio Competition	\$7,500
• Trade Shows and Industry Events	Custom

MARKETING & DIGITAL PROMOTION

ADVERTISING

• Website sponsor	\$20,000/quarter*
-------------------	-------------------

MARKETING AND OUTREACH

• Chapter Leaders Webinar	\$5,000
• Partner Spotlight Webinar	\$5,000
• Social Media Postings (Facebook, Instagram, Twitter, LinkedIn)	\$2,000
• Student Communication Posting (Loop, Scoop, Facebook)	\$1,000
• Student Chapter Kick-off Kit	\$5,000
• Email list rental (All member)	\$7,500
• Email list rental (Student only)	\$5,000
• Postal list rental	\$2,500
• Job Board Posting	\$300

2020 SPONSORSHIP OPPORTUNITIES

AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS



PREMIER PACKAGE

\$100,000 (value \$170,000)

YOUR GOAL: EXCLUSIVITY & HIGH LEVEL
STRATEGIC ALIGNMENT



HIGH
VISIBILITY



NETWORKING
OPPORTUNITIES



RESEARCH
& EDUCATION

With the benefit of product sector exclusivity, the Premier Partnership provides the highest level of overall engagement and includes opportunities to connect with thought leaders, enjoy featured stage presence and in-person engagement at national events, support research and thought leadership, participate in marketing and outreach opportunities, and much more.

EXCLUSIVE BENEFITS

- Product sector exclusivity
- Includes Annual Dues with unlimited membership slots
- Premier Partner Logo
- Account Manager
- Ability to appoint IP Advisory Council Member (pending open position)
- Access to 1 additional Email list rental (maximum 4x/yr)
- Dedicated landing page on ASID.org website
- Advertising discount in *i+D*, Website, and Newsletters



INCLUDED IN THIS PACKAGE

- ✓ Hosted Influencer Event
- ✓ Executive Consultation (4 hours)
- ✓ National Student Conferences:
 - SCALE: The ASID National Student Summit/President's Forum
 - ASID National Student Career Fair
 - SCALEX
- ✓ The Leadership Experience
 - Includes expanded presence
- ✓ Choice of Award Event:
 - Celebration
 - Student Portfolio Competition
- ✓ Choice of National Webinar:
 - Partner Spotlight
 - Chapter Leaders
- ✓ Website Sponsorship (2 quarters)
- ✓ 5 Social Media Postings (Facebook, Instagram, Twitter, LinkedIn)
- ✓ 3 Email list rentals (All Member)
- ✓ 2 Postal List rentals
- ✓ 1 Email list rental (Student only)
- ✓ 1 Student Communication Posting (Loop, Scoop, Facebook)
- ✓ Student Chapter Kickoff Kits
- ✓ 3 Job Board Postings

- ✓ RESEARCH & THOUGHT LEADERSHIP
- ✓ CONFERENCES & EVENTS
- ✓ MARKETING AND DIGITAL PROMOTION

2020 SPONSORSHIP OPPORTUNITIES

AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS



STRATEGIC PACKAGE

\$60,000 (value \$85,000)

YOUR GOAL: EVENT SPONSORSHIP
& MARKETING



IN-PERSON EVENT
SPONSORSHIP



ONE-ON-ONE
INTERACTION



ENHANCED
MARKETING

The Strategic Partnership provides visibility with brand awareness via marketing, with an added focus on in-person event sponsorship and hosted executive engagement, allowing you to interact one-on-one with the interior design community. This package includes a strong marketing component, allowing you to further enhance communication with designers before and after you meet at events.

EXCLUSIVE BENEFITS

- Ability to swap hosted meeting with a sponsored event
- Includes Annual Dues with 60 membership slots
- Strategic Partner Logo
- Account Manager
- Access to 2 additional Email list rentals (maximum 4x/yr)
- Advertising discount available in *i+D*, Website, and Newsletters



INCLUDED IN THIS PACKAGE

- ✓ Hosted Influencer Event
- ✓ Executive Consultation (2 hours)
- ✓ Choice of Conference:
 - SCALE: The ASID National Student Summit/President's Forum
 - The Leadership Experience
- ✓ Choice of Award Event:
 - Celebration
 - Student Portfolio Competition
- ✓ Choice of National Webinar:
 - Partner Spotlight
 - Chapter Leaders
- ✓ 1 Social Media Posting (Facebook, Instagram, Twitter, LinkedIn)
- ✓ 2 Email list rentals (All Member)
- ✓ 1 Postal List rental
- ✓ 1 Student Communication Posting (Loop, Scoop, Facebook)
- ✓ 2 Job Board Postings

- ✓ RESEARCH & THOUGHT LEADERSHIP
- ✓ CONFERENCES & EVENTS
- ✓ MARKETING AND DIGITAL PROMOTION

2020 SPONSORSHIP OPPORTUNITIES

AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS



SUPPORTING PACKAGE

\$30,000 (*value \$55,000*)

YOUR GOAL: BRAND AWARENESS
& EXPOSURE



DIGITAL
MARKETING



BRAND
EXPOSURE

The Supporting Partnership is all about giving partners maximum exposure to ASID membership through a strong focus on marketing and brand awareness. Take advantage of multiple opportunities to get your brand in front of ASID members.

EXCLUSIVE BENEFITS

- Includes Annual Dues with 49 membership slots
- Supporting Partner Logo
- Account Manager
- Access to 1 additional Email list rental (maximum 4x/yr)
- Advertising discount available in *i+D*, Website, and Newsletters



INCLUDED IN THIS PACKAGE

- ✓ Executive Consultation (1 hour)
- ✓ Choice of Conference Exhibitor Experience (first time attendees only):
 - SCALE: The ASID National Student Summit/President's Forum
 - The Leadership Experience
- ✓ Choice of National Webinar:
 - Partner Spotlight
 - Chapter Leaders
- ✓ 5 Social Media Postings (Facebook, Instagram, Twitter, LinkedIn)
- ✓ 3 Email list rental (All Member)
- ✓ 3 Postal List rentals
- ✓ 3 Student Communication Posting (Loop, Scoop, FB)
- ✓ 3 Job Board Postings

- ✓ RESEARCH & THOUGHT LEADERSHIP
- ✓ CONFERENCES & EVENTS
- ✓ MARKETING AND DIGITAL PROMOTION