



ASID Michigan Chapter
Sponsorship Opportunities
Building Partnerships that Matter

ASID is a community of people - designers, industry representatives, educators and students - committed to interior design.

ASID

A Brief History

Founded in 1975, the American Society of Interior Designers is the oldest, largest and leading professional organization for interior designers. While the Society celebrated its 40th anniversary this year, the rich, vibrant history of the organization goes back further--much further--to the founding of its predecessor organizations, the American Institute of Interior Designers (AID) and the National Society of Interior Designers (NSID). The History of ASID: 30 Years of Advancing the Interior Design Profession was published in 2005 to commemorate the Society's rich and vibrant history.

Michigan Chapter

The ASID Michigan Chapter covers the entire state of Michigan, and includes approximately 400 active members from all regions of the state. These are cutting-edge professionals who maintain the highest level of design standards. They are experts at satisfying their clients' diverse needs while effectively working under budgets and deadlines. Our Members are students, active professionals, industry partners, educators and retired designers from all walks of life.

Our goal is to effectively promote the value of interior design to the general public, related professions and our members through education, community service and exposure, while supporting the advocacy of the right of interior designers to practice as professionals.

Our chapter makes this possible through fund-raising events, sponsorship and in-kind donations. All funds are used to engage a variety of professional programs and activities for all members, students, established professionals and our Industry Partners. We strives to engage our diverse audience.

Sponsorship Levels

	Ala Carte \$500	Bronze \$1000	Silver \$2,500	Gold \$5,000	Platinum \$7,500	Diamond \$10,000
Maximum number of Sponsors at this level	unlimited	unlimited	8	5	2	1
Guaranteed Chapter meeting/event (Diamond option to host Gala)						✓
First right of refusal for hosting Chapter events <small>(see sponsor opportunities list)</small>				3rd	2nd	1st
First right of refusal for hosting non-chapter meeting <small>(lunch & learn)</small>			✓	3rd	2nd	1st
First right of refusal on sponsorship opportunities throughout the year.		✓	✓	3rd	2nd	1st
Opportunity to speak at a chapter meeting / event.			1	2	4	unlimited
Logo on Chapter Sponsor Banner		✓	✓	✓	✓	✓
Name\logo (w/ link) displayed on website (home and sponsor pages)		✓	✓	✓	✓	May include Company photo
Advertisement in Chapter Newsletter		Business Card size 1x per yr.	¼ Page 1x per yr.	½ Page 2 x per yr.	1 Full page 4 x per yr.	1 Full page 4 x per yr.
Advertisement in Chapter Directory						1 full page
Name\logo prominently displayed on slide presentations		✓	✓	✓	✓	✓
Complimentary tickets to regular Chapter Events	1	2	3	4	6	8
Can use complimentary tickets at Design Award or Holiday Party				May use 2	✓	✓
Complimentary eBlast <small>(events/ product announcements, must meet ASID brand standards)</small>		1	2	4	8	12 (1 per month)
Provide logo bags and other swag items with company info at events **		✓	✓	3rd	2nd	1st
Photo op with Chapter Board <small>(present at meetings, posted to Facebook)</small>	✓	✓	✓	✓	✓	✓
Permission to use ASID Sponsor logo on your website***	✓	✓	✓	✓	✓	✓

*Venue permitting; expect up to and in excess of 100 guests. **Additional items may be added to Goodie/Swag Bags by all chapter sponsors and all items are subject to approval of Chapter Board of Directors. ***Permission for use of Sponsorship Level in PR; use of sponsorship reference, chapter name, and ASID logo is subject to "prior written approval" of Chapter Board of Directors; and, must be in accordance with ASID Brand Standards. *Sponsorship benefits are valid for year of sponsorship only. All of the above subject to ASID and ASID Michigan guidelines and approval.*

Sponsorship Commitment Form

Please check your Sponsorship Level

Diamond: \$10, 000

Silver: \$2,500

Platinum: \$7,500

Bronze: \$1000

Gold: \$5,000

A la carte: \$500

Contact: _____ Telephone: _____

Contact Email: _____

Marketing Contact: _____ Email: _____

Company Name _____

Company Telephone Number _____

Billing Address: _____

Accounts Payable: _____ Email: _____

I have read and understand the Chapter Sponsor benefits at the level I am signing up for and further understand additional cost apply for hosting an event.

Signature _____ Date: _____

Please make checks payable to **ASID Michigan Chapter**
Please include your commitment form with payment and mail to:
Debbie Gonzalez, 1700 Stutz Drive, Suite 102-E, Troy, MI 48084

Payments can also be made via credit card. Send your completed commitment form via email to administrator@mi.asid.org with your request to pay by credit card, our Chapter Administrator will contact you for payment by phone. Due within 30 days. All benefits will cease if payment is not received in full.