

# Year 2020

ANNUAL PARTNERSHIP &  
A LA CARTE SPONSORSHIP  
OPPORTUNITIES



IMPACTING LIVES THROUGH DESIGN- YOU BELONG HERE!

AMERICAN  
SOCIETY OF  
INTERIOR  
DESIGNERS  
SOUTH CENTRAL





## MEET THE BOARD



**Amanda Reviere, ASID**  
Chapter Administrator



**To Be Announced**  
President-Elect  
Term Oct 2019-Sept 2021



**Michael LeBlanc**  
Director of Finance  
Term Oct. 2019- Sept 2021



**Shawn Thompson**  
Director of Communications  
Term Oct. 2019- Sept 2021



**Aimee Thibodeaux,**  
**Industry Partner ASID**  
Director of At-Large  
Term Oct. 2018- Sept 2020



**Mandy Berdami, ASID**  
Director of Membership  
Term Oct. 2018- Sept 2020



**Kimberley Furlong, ASID**  
Director of Professional  
Development  
Term Oct. 2019- Sept 2021



**Isabelle Troutman,**  
**Student ASID**  
Student Rep to the Board  
Term Oct. 2019- Sept 2021



**Alissa Oates, Allied ASID**  
Government Affairs Chair  
Term Oct. 2016-Sept 2020



**Laken Drake, Allied ASID**  
Emerging Professional Chair  
Term Oct. 2018-Sept 2020



**Jasmine Frazier, Allied ASID**  
Student Affairs Chair  
Term Oct. 2018-Sept 2020



**Kaitlin Huguley, ASID**  
Chair, Mississippi  
Design Community



**Elizabeth Stadterman, ASID**  
Chair, NW Arkansas  
Design Community



**Tamara Campbell, ASID**  
Chair, Central Arkansas  
Design Community



**John Campbell, FASID**  
Chair, Baton Rouge  
Design Community



**Teresa Mears, ASID**  
Chair, North Louisiana  
Design Community

## LETTER FROM THE PRESIDENT OF THE SOUTH CENTRAL CHAPTER OF ASID

Dear Sponsors, Members and Friends,

2019 has been a great success with increased attendance and exciting activity at all of our events! It is through your support that we are able to program and actualize plans for growth and success. Thank you to our 2019 Partners and Sponsors!

We have many exciting events in the works for year 2020, that will promote the profession of interior design within our communities, enhance the professional skills of our members, and actively engage our student chapters. We have plans to increase visibility in the communities through volunteerism and partnering with other organizations that have similar missions to ASID.

The overarching goal is to hold a maximum of three (3) Chapter Signature Events throughout the year, one in each state. Every year, the Design Summit and Awards Gala will rotate by state to align with one of the three Signature Events. With your help, the Chapter Board will be working in close collaboration with each State's Design Community Signature Event Committee to make this model successful.

I'd like to invite you to consider becoming a 2020 Annual Partner and/or Sponsor for the South Central Chapter of ASID. This opportunity to market your brand through our website, social media, and printed material, and at our Signature Events supports the Chapter, helps strengthen our Design Communities, and advocate for the profession of Interior Design. It is vital to our success. Thank you for your consideration!



Respectfully,  
Cassandra Aalgaard, ASID  
President, South Central Chapter  
T 318-834-3084 / [President@sc.asid.org](mailto:President@sc.asid.org)

## MEET THE CHAIRS



# SOUTH CENTRAL CHAPTER LEADERSHIP

MANAGING CHAPTER BOARD & CHAPTER ADMINISTRATOR

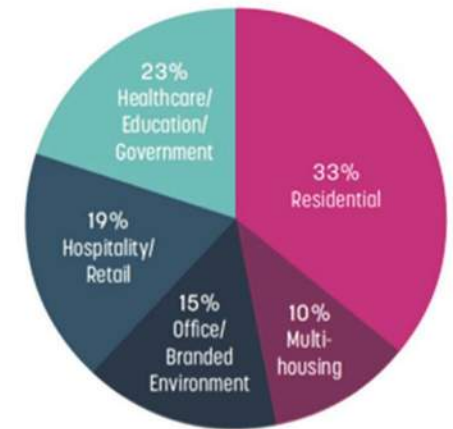
## DESIGN COMMUNITIES



## THE AMERICAN SOCIETY OF INTERIOR DESIGNERS (ASID)

*believes that design impacts lives.*

### DISTRIBUTION OF DESIGN PRACTICE AREAS



**+750**  
**Chapter**  
**Members**

(+390 Practitioners, +100 Industry Partners, and +250 Students)

**f 833**  
Page Likes

**240**  
Followers

**364**  
Followers

**in 330**  
Connections

**Chapter BUZZ** E-mail Announcements (x2 per month)

**33% Open Rate**

(3% higher than the national average for organizations)

**sc.asid.org**  
**scasid-events.com**

# PARTNERSHIP PROGRAM

## ANNUAL PARTNERSHIP LEVEL BENEFITS

January 1- December 31, 2020

### DIAMOND

\$8,000  
Member Rate:  
\$5,600

### PLATINUM

\$6,000  
Member Rate:  
\$4,200

### GOLD

\$4,000  
Member Rate:  
\$2,800

### SILVER

\$2,700  
Member Rate:  
\$1,900

### BRONZE

\$1,430  
Member Rate:  
\$1,000

### PEWTER

\$890  
Member Rate:  
\$620

## BRAND EXPOSURE

### COMPANY NAME LOGO & LINK

- on sc.asid.org homepage with link to company's website.
- The BUZZ, the Chapter's bi-monthly newsletter with link to company's website
- Logo seen on all PowerPoints and marketing materials



### COMPANY LOGO

- on sc.asid.org homepage
- The BUZZ, The Chapter's bi-monthly newsletter
- Logo seen on all PowerPoints and marketing materials

### PRODUCT COMPANY HIGHLIGHT

- The BUZZ, the Chapter bi-monthly newsletter
- All Chapter social media outlets
- Sponsor provides graphic and information

4 QTY.

3 QTY.

2 QTY.

1 QTY.

## EVENT OPPORTUNITIES

### CREDIT

- Credit can be applied to A La Carte Sponsorship item(s). Visit [scasid-events.com](http://scasid-events.com) for event specifics.

\$4,300

\$3,000

\$1,750

\$1,000

\$650

\$250



# A LA CARTE SPONSORSHIP OPPORTUNITIES

## Advertise your company and network with influential designers!

*You do not have to purchase a Chapter Partnership to participate in the A LA CARTE Sponsorship opportunities.*

*Other event opportunities are negotiated with the Event Planning Committee ie. photo booth, table decorations, and entertainment. Prices may vary.*

*Signature Event Planning Committees will generate supplemental A LA CARTE Sponsorship Packages. Credit monies from Partnerships can be used towards these events for sponsorships and event tickets (restrictions apply). Check out our events website at [scasid-events.com](http://scasid-events.com) for details. Sponsors are advertised there.*

Please e-mail  
[President-Elect@asid.org](mailto:President-Elect@asid.org)  
with questions regarding  
Partnerships and Sponsorships.

	MEMBER	NON-MEMBER
<b>EXCLUSIVE EVENT HOST</b> Includes logo and link in all event promotion, vendor booth, four (4) tickets to the event, speaker representative, award presenter, and company swag bag content).	<b>\$4,000</b>	<b>\$5,900</b>
<b>EVENT SPONSOR</b> Includes logo and link in all event promotion vendor booth, two (2) tickets to the event, company swag bag content, and Pecha Kucha Presentation or similar benefit.	<b>\$2,000</b>	<b>\$2,900</b>
<b>AWARD PRESENTER</b> Be the highlight of the event by handing out the presitge Chapter Awards.	<b>\$600</b>	<b>\$870</b>
<b>SPEAKER REPRESENTATIVE</b> Sponsor the keynote, panel, or breakout session speaker	<b>\$600</b>	<b>\$870</b>
<b>VENDOR BOOTH</b>	<b>\$300</b>	<b>\$450</b>
<b>FOCUS GROUP</b> A targeted group of designers you can have a Q&A with for better product placement.	<b>\$600</b>	<b>\$870</b>
<b>PROJECT TOUR OR TOUR TRANSPORTATION</b> Be the sponsor of an event tour or the tour bus	<b>\$600</b>	<b>\$870</b>
<b>PECHA KUCHA PRESENTATION</b> Available at select Signature Events.	<b>\$500</b>	<b>\$653</b>
<b>COMPANY SWAG BAGS (APPROX. 100)</b> Opportunity to add your companies logo merchandise inside the event swag bag.	<b>\$100</b>	<b>\$145</b>
<b>FOOD SPONSOR</b>	<b>\$900</b>	<b>\$1,305</b>
<b>SNACK SPONSOR</b>	<b>\$400</b>	<b>\$580</b>
<b>COMPANY HIGHLIGHT IN THE BUZZ</b>	<b>\$200</b>	<b>\$350</b>
<b>STUDENT ENRICHMENT</b> Option can include sponsor sending an ASID student to ASID SCALE	<b>\$300</b>	<b>\$450</b>

Coordinate with our event committees throughout our three states (Louisiana, Arkansas, Mississippi) to maximize your company's exposure at events.

## SOUTH CENTRAL CHAPTER EVENTS 2020

### MISSISSIPPI SIGNATURE EVENT (+Q2 Board Meeting)

#### REVIVE MISSISSIPPI

**January 31, 2020**  
Jackson, MS

**Mississippi & Mississippi Gulf  
Coast Design Communities**

STATE STUDENT CHAPTERS:  
Mississippi State University  
Mississippi College  
University of Southern Mississippi

### LOUISIANA SIGNATURE EVENT (+Q3.1 Board Meeting)

#### DESIGN SUMMIT

(Annual Convention, Student Career  
Day, and Annual Awards Gala)

**April 17-18, 2020**  
New Orleans, LA

**Hosted in the New Orleans  
Design Community**

STATE STUDENT CHAPTERS:  
Louisiana State University  
Louisiana Tech University  
University of Louisiana at Lafayette

### ARKANSAS SIGNATURE EVENT (+Q4 Board Meeting)

#### ARCON

**September (TBA), 2020**  
Little Rock, AR

**Central Arkansas & Northwest  
Arkansas Design Communities**

STATE STUDENT CHAPTERS:  
Harding University  
University of Arkansas  
University of Central Arkansas

**Design  
Community  
Holiday  
Gatherings  
(Nov-Dec)**

### COMPLETE YOUR PARTNERSHIP REGISTRATION

Visit [sc.asid.org](http://sc.asid.org)  
Contact: [President-Elect@sc.asid.org](mailto:President-Elect@sc.asid.org)  
(Sponsorship & Fundraising Committee Chair)

### CHAPTER RETREAT (Q3.2 Board Meeting, Strategic and Budget Planning, & NCIDQ Workshop)

**June 12-14, 2020**  
Shreveport, LA

**Q1 Fall 2020  
Signature Event  
TBA**

Refer to our South Central Chapter Event website for further event details at [www.sc.asid-events.com](http://www.sc.asid-events.com)



# THANK YOU

## TO OUR 2019 CHAPTER ANNUAL PARTNERS

### PLATINUM



innovative  
business furniture 

### GOLD

EVO

innerplan

Office Interiors + Furniture + Design

HAWORTH®

### SILVER

Architex®



shaw contract®



New Orleans | April 20-23, 2020

### BRONZE

patcraft®

national



LaHarpe's  
OFFICE FURNITURE

 Tarkett

wallcovering | wood | acoustic | dry erase | digital | upholstery

### PEWTER

WIELAND

DESIGNTex