

2019

ANNUAL PARTNERSHIPS &

À LA CARTE

OPPORTUNITIES



*PLEASE JOIN WITH US TO SHOWCASE THE
IMPACT OF DESIGN ON THE HUMAN EXPERIENCE*

AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS
SOUTH CENTRAL



MEET THE BOARD



Andrea Cornwell, ASID
President
Term expires Sept 2019



Cassandra Aalgaard, Allied ASID
President-Elect
Term Oct 2018- Sept 2020



Meridith Ranouil, Allied ASID
Director of Finance
Term Oct 2017- Sept 2019



Amy Cox, ASID
Dir. of Professional Development
Term Oct 2017- Sept 2019



Amiee Thibodeaux, Industry Partner ASID
Director at Large
Term Oct 2018- Sept 2020



Mandy Berdami, ASID
Director of Membership
Term expires Sept 2020



Lee Hofmann, Industry Partner ASID
Dir. Of Communications
Term Oct 2017- Sept 2019



Sloan Aulgur, Student ASID
Student Rep to the Board
Term Oct 2018- Sept 2019



Amanda Reviere, ASID
Chapter Administrator



Alissa Oates, Allied ASID
Government Affairs Chair
Term expires Sept 2020



Pia Clairday, Allied ASID
Student Affairs Chair
Term Oct 2017- Sept 2019



Laken Drake, Allied ASID
Emerging Professional Chair
Term Oct 2017- Sept 2019

LETTER FROM THE PRESIDENT of The South Central Chapter of ASID

Dear Sponsors, Members and Friends,

2018 has been a huge success with increased attendance at all our design community events and the Chapter Design Summit. It is through your support that we are able to plan programs and actualize our plans for growth and success. Thank you!

We have many exciting events in the works for 2019, that will promote the professions of interior design with our communities, enhance the professional skills of our members and actively engage our student chapters. We have plans to increase our visibility in the communities through volunteerism and partnering with other organizations that have similar missions to ASID. We are also launching a new direction.

The overarching goal is to hold a maximum of three Chapter 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 2019 annual sponsor for the South Central Chapter of ASID. This opportunity to market your brand through our website, social media, printed material and at our signature events supports the chapter, helps strengthen our design communities and advocates for the profession of interior design. It is vital to our success. Thank you for your consideration.

Respectfully yours,

Andrea Cornwell, ASID
President, South Central Chapter
T 479-521-7657 | President@sc.asid.org

THE AMERICAN SOCIETY OF INTERIOR DESIGNERS (ASID)

believes that design impacts lives.

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

PRODUCT SPECIFICATION⁶

\$77.95
BILLION

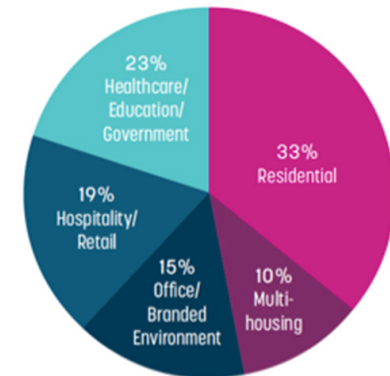
WORTH OF PRODUCTS
SPECIFIED ANNUALLY

	\$ IN BILLIONS
Contract Furniture*	\$ 12.47
Building Products**	\$ 10.13
Paint	\$ 8.57
Flooring	\$ 8.18
Lighting	\$ 7.79
Residential Furniture	\$ 7.02
Surface Material	\$ 7.02
Kitchen/Bath Products	\$ 6.24
Fabric/Wallcovering	\$ 5.46
Window Treatments	\$ 2.73
Outdoor Products	\$ 1.56
Other	\$ 0.78
Total Specified	\$77.95

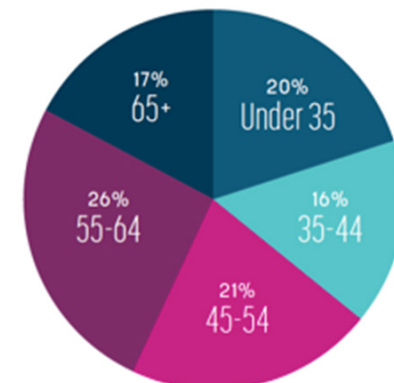
*Includes workplace, hospitality, healthcare, education furniture

**Includes doors, windows, ceilings

DISTRIBUTION OF DESIGN
PRACTICE AREAS



AGE OF MEMBERS





In Your Chapter...

Design Summit Conference & Gala | April 5th - 8th, 2018
Thank you to our Conference Partner & Event Sponsors.



UNIVERSITY OF ARKANSAS

The Complete Sponsor List can be seen [HERE](#).

Fay Jones School of Architecture + Design



668
FACEBOOK FOLLOWERS



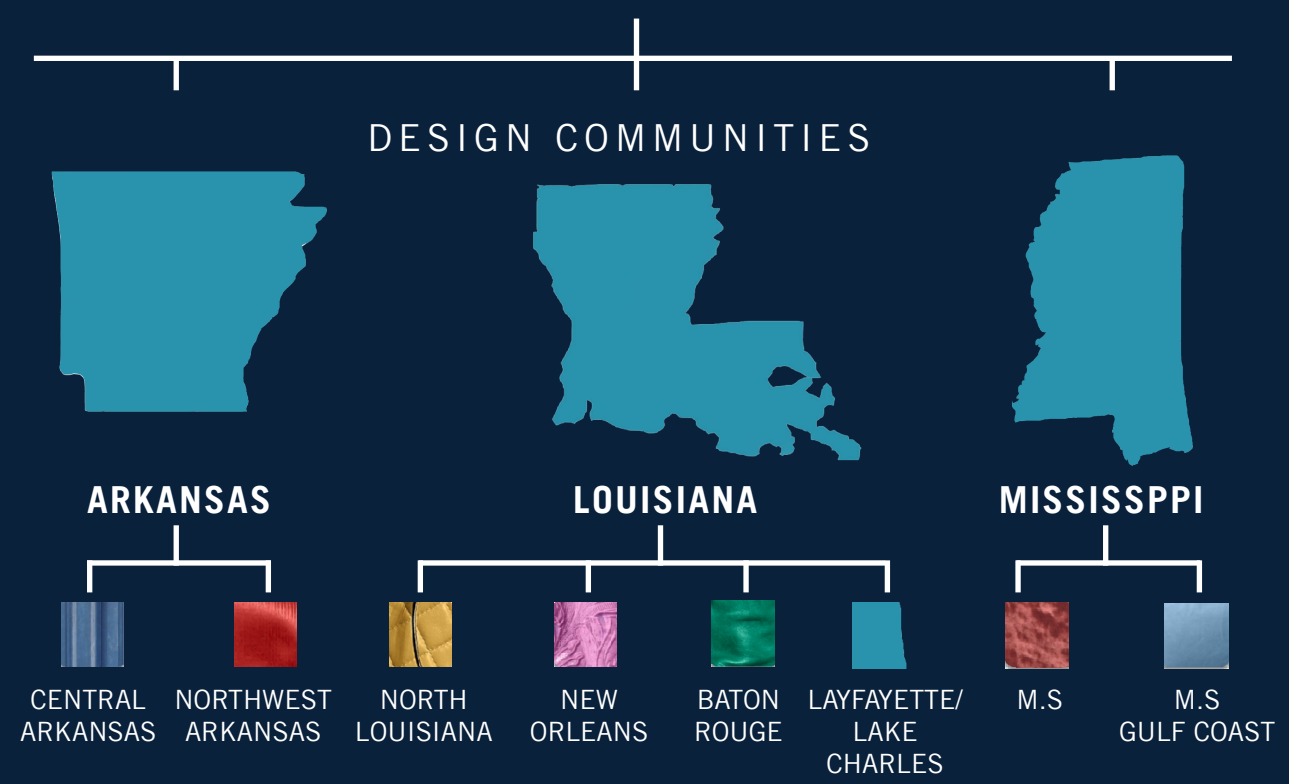
226
TWITTER FOLLOWERS



192
INSTAGRAM FOLLOWERS

SOUTH CENTRAL CHAPTER LEADERSHIP

MANAGING CHAPTER BOARD & CHAPTER ADMINISTRATOR




The Chapter Buzz is our main news announcement sent to all the chapter members. On average The Buzz is sent to 850+ Design Professionals, twice monthly
Example above.



700+
MEMBERS





9
STUDENT CHAPTERS

PARTNERSHIP PROGRAM

ANNUAL PARTNERSHIP LEVEL BENEFITS

January 1- December 31, 2019

DIAMOND

\$8,000

Member Rate:

\$5,600

PLATINUM

\$6,000

Member Rate:

\$4,200

GOLD

\$4,000

Member Rate:

\$2,800

SILVER

\$2,500

Member Rate:

\$1,750

BRONZE

\$1,400

Member Rate:

\$980

PEWTER

\$500

Member Rate:

\$350

BRAND EXPOSURE

COMPANY NAME WITH LOGO & LINK

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

COMPANY LOGO

- on sc.asid.org homepage
- The Buzz, the Chapter's bi-monthly newsletter

PRODUCT COMPANY HIGHLIGHT

- The Buzz, the chapter bi-monthly newsletter and social media
- Sponsor provides graphic and information with logo and link

Value of \$350 each

4 QTY.

3 QTY.

2 QTY.

1 QTY.

EVENT OPPORTUNITIES

EVENT TICKET(S)

to one Chapter Signature event
(Excluding Annual Gala)

Average value of \$75 each

8 QTY.

6 QTY.

4 QTY.

2 QTY.

1 QTY.

1 QTY.

ONE VENDOR BOOTH

at a signature event in AR, LA, MS or equal

Value of \$450

SWAG BAGS

Opportunity to contribute promotional merchandise to event swag bag

Value of \$145

CREDIT

Credit to be applied on à la carte item
(If you are a member then you will pay the member à la carte price)

\$2,100

\$1,200

\$800

\$600

À LA CARTE OPPORTUNITIES

Advertise your company and network with influential designers
You do not have to purchase a partnership to participate in the À LA CARTE.

	MEMBER	NON-MEMBER
EXCLUSIVE EVENT HOST (Includes logo and link in all event promotion, vendor booth, 4 tickets to event, speaker representative, award presenter, and company swag bag content)	\$4,000	\$5,800
EVENT SPONSOR (Includes logo and link in all event promotion, vendor booth, 2 tickets to event, company swag bag content, and pecha kucha presentation or similar benefit)	\$2,000	\$2,900
AWARD PRESENTER (be the highlight of the event by handing out the prestige chapter awards)	\$600	\$870
SPEAKER REPRESENTATIVE (sponsor the keynote, panel, or breakout session speaker)	\$600	\$870
VENDOR BOOTH	\$300	\$450
FOCUS GROUP (A targeted group of designers you can have a Q&A with for better product placement)	\$600	\$870
PROJECT TOUR (be the sponsor of an event tour)	\$600	\$870
TOUR TRANSPORTATION (be the sponsor of the tour bus)	\$600	\$870
PECHA KUCHA PRESENTATION (at signature events)	\$500	\$653
COMPANY SWAG BAGS (APPROX 100) (opportunity to add your companies logo merchandise inside the event swag bag)	\$100	\$145
COMPANY LOGO SWAG BAGS (APPROX 150) (provide your company logo swag bags for the event)	\$500	\$653
FOOD SPONSOR	\$900	\$1,305
STUDENT ENRICHMENT (Option can include sponsor sending an ASID student to the ASID National Student Summit "Scale")	\$300	\$450
SNACK SPONSOR	\$400	\$580
COMPANY HIGHLIGHT IN THE BUZZ	\$200	\$350

Other event opportunities negotiated with event planning committee
ie. photo booth, table decorations, and entertainment

*Prices may vary

Refer to our South Central Chapter event web site for further details at: www.scasid-events.com

Coordinate with your counterparts in all three states (Louisiana, Mississippi, Arkansas) to maximize your company's exposure at the Signature Events

SOUTH CENTRAL CHAPTER EVENTS 2018 - 2019

LOUISIANA SIGNATURE EVENT

(Quarter 1 Board Meeting)

DECO By Design

November 15-16, 2018

Messina's at the Terminal, New Orleans

Student Chapters

1. Louisiana State University
2. Louisiana Tech University
3. University of Louisiana at Lafayette

MISSISSIPPI SIGNATURE EVENT

(Awards Gala & Quarter 2 Board Meeting)

Design Summit

March 28-30, 2019

IN JACKSON, MS

Student Chapters

1. Mississippi State University
2. Mississippi College
3. University of Southern Mississippi

ARKANSAS SIGNATURE EVENT

(Annual Meeting, Quarter 4 Board Meeting,
Design Community Training)

Project Runway Event TBD

September 12-14, 2019

IN NORTHWEST ARKANSAS

Student Chapters

1. Harding University
2. University of Arkansas
3. University of Central Arkansas

TO COMPLETE YOUR PARTNERSHIP REGISTRATION

VISIT SC.ASID.ORG

Contact: Cassandra Aalgaard
Sponsorship & Fundraising Committee Chair
President-elect@sc.asid.org

* Signature event TBD for Fall 2019

CHAPTER BOARD RETREAT

(Quarter 3 Board Meeting, Strategic Planning,
Budget Planning, Calendar FY20)

TBD

Lake Hamilton, Hot Springs, AR.

THANK YOU

TO OUR 2018 ANNUAL SPONSORS

Platinum: Innerplan | Haworth | Innovative Business Furniture (IBF)

Gold: EVO | Imageworks | Today's Office | BPI

Silver: Architex | Koroseal | Mohawk Group | Wilsonart | GJA | KI | nwaAIA |
Tandus Centiva | National Wallcovering | Shaw Contract - Arkansas

Bronze: Shaw Contract - Louisiana | Sherwin Williams | Designtex | The Tread Collective
Archway Graphic Designs | Wieland Healthcare | Patcraft

