Year 2020

ANNUAL PARTNERSHIP & A LA CARTE SPONSORSHIP OPPORTUNITIES

IMPACTING LIVES THROUGH DESIGN - YOU BELONG HERE!
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 volunteering 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

Meet the Board

Aimee Thibodeaux, ASID
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. 2018- Sept 2020

Isabelle Troutman, Student ASID
Student Rep to the Board
Term Oct. 2018- Sept 2020

Meet the Chairs

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

Laken Drake, Allied ASID
Emerging Professional Chair
Term Oct. 2016-Sept 2020

Jasmine Frazier, Allied ASID
Student Affairs Chair
Term Oct. 2016-Sept 2020

Kaitlin Huguley, ASID
Chair, Mississippi Design Community

Elizabeth Stadlerman, 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
South Central Chapter Leadership
Managing Chapter Board & Chapter Administrator

Design Communities

Arkansas
- Central Arkansas
- Northwest Arkansas
- North Louisiana
- New Orleans
- Baton Rouge
- Lafayette/Lake Charles

Louisiana

Mississippi
- M.S
- M.S Gulf Coast

The American Society of Interior Designers (ASID)
believes that design impacts lives.

Distribution of Design Practice Areas

- 23% Healthcare/Education/Government
- 33% Residential
- 19% Hospitality/Retail
- 15% Office/Branded Environment
- 10% Multifamily

+750 Chapter Members
(+390 Practitioners, +100 Industry Partners, and +250 Students)

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

<table>
<thead>
<tr>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Pewter</th>
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<tbody>
<tr>
<td>$8,000</td>
<td>$6,000</td>
<td>$4,000</td>
<td>$2,700</td>
<td>$1,430</td>
<td>$890</td>
</tr>
<tr>
<td>$5,600</td>
<td>$4,200</td>
<td>$2,800</td>
<td>$1,900</td>
<td>$1,000</td>
<td>$620</td>
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## 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

**Event Opportunities**

<table>
<thead>
<tr>
<th>Credit</th>
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<tbody>
<tr>
<td>$4,300</td>
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<tr>
<td>$1,750</td>
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<tr>
<td>$650</td>
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Credit can be applied to A La Carte Sponsorship item(s). Visit scasid-events.com for event specifics.
# 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.

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**EXCLUSIVE EVENT HOST**
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.

<table>
<thead>
<tr>
<th>MEMBER</th>
<th>NON-MEMBER</th>
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<tbody>
<tr>
<td>$4,000</td>
<td>$5,900</td>
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**EVENT SPONSOR**
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.

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<th>MEMBER</th>
<th>NON-MEMBER</th>
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<tr>
<td>$2,000</td>
<td>$2,900</td>
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**AWARD PRESENTER**
Be the highlight of the event by handing out the prestige Chapter Awards.

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<th>MEMBER</th>
<th>NON-MEMBER</th>
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<tr>
<td>$600</td>
<td>$870</td>
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**SPEAKER REPRESENTATIVE**
Sponsor the keynote, panel, or breakout session speaker

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<tr>
<td>$600</td>
<td>$870</td>
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**VENDOR BOOTH**

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<tr>
<th>MEMBER</th>
<th>NON-MEMBER</th>
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<tr>
<td>$300</td>
<td>$450</td>
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**FOCUS GROUP**
A targeted group of designers you can have a Q&A with for better product placement.

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**PROJECT TOUR OR TOUR TRANSPORTATION**
Be the sponsor of an event tour or the tour bus

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**PECHA KUCHA PRESENTATION**
Available at select Signature Events.

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<tr>
<th>MEMBER</th>
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<tbody>
<tr>
<td>$500</td>
<td>$653</td>
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**COMPANY SWAG BAGS (APPROX. 100)**
Opportunity to add your companies logo merchandise inside the event swag bag.

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<th>MEMBER</th>
<th>NON-MEMBER</th>
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<tr>
<td>$100</td>
<td>$145</td>
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**FOOD SPONSOR**

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<th>MEMBER</th>
<th>NON-MEMBER</th>
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<tr>
<td>$900</td>
<td>$1,305</td>
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**SNACK SPONSOR**

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<tr>
<th>MEMBER</th>
<th>NON-MEMBER</th>
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<tr>
<td>$400</td>
<td>$580</td>
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**COMPANY HIGHLIGHT IN THE BUZZ**

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<tr>
<th>MEMBER</th>
<th>NON-MEMBER</th>
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<tbody>
<tr>
<td>$200</td>
<td>$350</td>
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**STUDENT ENRICHMENT**
Option can include sponsor sending an ASID student to ASID SCALE.

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<tbody>
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</table>
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
(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
TODAY'S
OFFICE
COMMERCIAL
INTERIORS
innovative
business furniture

GOLD
evo
innerplan
HAWORTH

SILVER
Architex
ADLETA
contract
bpi
Coverings'20
New Orleans | April 20-23, 2020

BRONZE
patcraft
national
SHERWIN
LaHarpe's
WILLIAMS
Office Furniture

PEWTER
WIELAND
DESIGNTEX