



AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS
CAROLINAS



2020 Annual Patron Program

CONNECT | ENGAGE | NETWORK

The Carolinas Chapter of ASID 2020 Patron Program offers an array 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 Carolinas design community.

The **GOAL OF THE PROGRAM** is to provide our Patrons with opportunities to **CONNECT**, **ENGAGE** and **NETWORK** with the interior design community decision-makers of the Carolinas: our members!

1189

ASID Carolinas Members
Based on June 2019 membership roster

are **Professional, Allied and Associate** members (interior designers), 18% are **Industry Partners (IP)** members (product and service providers) and 16% are **Student** members.



CONNECT

Meet and connect with the professionals shaping the interior design community in the North and South Carolina and establish your company as a valuable resource to them throughout the 2019-20 year.

ENGAGE

Patrons support, are recognized at, and participate in, the annual and monthly events of the Chapter, including the Spring Conference, Excellence in Design Awards, the Fall Meeting and the regional design community events.

NETWORK

Increase your network of contacts through our 1189+ members in North and South Carolina. Gain quality face-time, build brand recognition and show your commitment to the interior design industry.

How to Become a 2020 Patron

Patron sponsorship runs on an anniversary date so you receive 365 days of benefits. To sign up today, select the level of sponsorship that best suits your company's goals and strategy from the accompanying benefits table, and complete the 2020 Patron registration form. If you have any questions, please contact us at Administrator@nc-sc.asid.org.

2020 Patron Sponsorship Levels and Add-ons

Choose the level that best meets your marketing goals



2020 ASID Carolinas Patron Levels and Benefits

Level-Specific Benefits	Bronze Level	Silver Level	Gold Level
<div>▼</div> <div>Member versus Non-Member Level Pricing ▶</div>	\$1,000 IP Member \$1,500 Non-Member	\$1,500 IP Member \$2,000 Non-Member	\$2,000 IP Member \$2,500 Non-Member
Exhibit Booth <ul style="list-style-type: none"> • Spring Conference (March) • Fall Meeting (September) 		Fall Meeting Booth	Booth at Spring and Fall
General Sponsorship <ul style="list-style-type: none"> • Spring Conference (March) • Fall Meeting (September) 	Choose Spring or Fall Event	Choose Spring or Fall Event	Sponsorship of Spring and Fall
Chapter Event Recognition	Name on Signage	Name on Signage	Logo on Signage
Digital Recognition <ul style="list-style-type: none"> • E-Blasts to Membership • Website 	Name Recognition	Name Recognition	Logo Recognition
Facebook Recognition	Name Recognition	Logo Recognition	Logo Recognition
Social Media Posts <ul style="list-style-type: none"> • Instagram • Facebook 	1	2	4
E-Blast Promotions	1	2	4

Additional Sponsorship Opportunities



Otto Zenke Student Design Awards Lunch Sponsor (March)
\$3000 IP | \$4000 Non-IP
 Target future designers at this well-attended awards ceremony. Company recognition on signage and in all print/digital materials. Includes a speaker address to attendees and four tickets to attend the awards lunch.

Excellence in Design Awards Presenting Sponsor (September)
\$5000 IP | \$6000 Non-IP
 Be the premier sponsor of the event! Includes company recognition on all signage and print/digital materials. Includes a speaker address to attendees and four tickets to attend the awards presentation.

VIP Cocktail Reception at the Fall Meeting (September)
\$5000 IP | \$6000 Non-IP
 Be the key sponsor of this exclusive reception! Create a drink named in your honor. Includes recognition in event signage and all print/digital materials. Includes a 20-minute address to attendees and four tickets to attend.

Fall Meeting Exhibit Table in the Product Lounge (September)
\$500 IP | \$600 Non-IP
 Display your products and/or services with a table display in the Fall Meeting Product Lounge. Includes a branded giveaway to be drawn for during the Product Lounge hours.

2020 Patron Sponsorship Registration Form

Complete the 2020 Patron Program sponsorship registration form and return, with payment information, to the Carolinas Chapter of ASID offices. If you have any questions please contact the ASID Carolinas offices by phone at 704-940-1717 or e-mail us at Administrator@nc-sc.asid.org.

Select your level of Patron sponsorship

Sponsorship Level	Please Check	ASID IP	ASID Non IP
• Gold Patron	<input type="checkbox"/>	\$2,000	\$2,500
• Silver Patron	<input type="checkbox"/>	\$1,500	\$2,000
• Bronze Patron	<input type="checkbox"/>	\$1,000	\$1,500

Select any Additional Patron Opportunities

2020 Additional Opportunities	Please Check	ASID IP	ASID Non IP
• Otto Zenke Design Awards Lunch Sponsor	<input type="checkbox"/>	\$3,000	\$4,000
• Excellence in Design Awards Presenting Sponsor	<input type="checkbox"/>	\$5,000	\$6,000
• VIP Cocktail Reception at the Fall Meeting	<input type="checkbox"/>	\$5,000	\$6,000
• Fall Meeting Table Sponsor in the Product Lounge	<input type="checkbox"/>	\$500	\$600

Sponsorship Amount Total

- Patron Level Cost \$_____
 - Additional Opportunities Cost \$_____
- TOTAL COST** \$_____

Contact Information

Contact _____

Company _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email Address _____

Payment Information

☐ VISA ☐ MasterCard ☐ Check: ASID Carolinas; mail to ASID Carolinas, 1300 Baxter St., Ste. 360, Charlotte, NC 28204

CC#: _____ Exp. Date _____ 3 digits on back of card (VISA/MC) _____

Print Cardholder Name _____

Cardholder Billing Address _____

Authorized Signature _____ Date _____

**Fax registration form, along with credit card payment, to 704-365-3678;
mail with payment to: ASID Carolinas, 1300 Baxter St., Ste. 360, Charlotte, NC 28204;
or email with payment information to Administrator@nc-sc.asid.org.**

2020 Patron Program Rules

Annual Patron benefits run on an anniversary date.

Patron Benefits begin upon receipt of payment.

Logo to be a high-resolution JPEG or PNG and must be submitted at the time of payment.

The Carolinas chapter reserves the approval rights of any and all programs and content being co-branded or promoted to ensure compliance with chapter policies.

As a 501 (c) 6 non-profit membership association, the Carolinas Chapter of ASID is not a charity and therefore Patron sponsorships do not qualify as tax-deductible charitable donations. However, it may qualify as a business expense.

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