

2019

SPONSORSHIP PROSPECTUS



Designed by Staci Steidley

BECOME AN IDS SPONSOR

As an Interior Design Society Sponsor, you will be connected to thousands of designers nationwide. The IDS sponsorship program provides your company with access to resources that will enhance your networking relationships, as well as educational and professional development. Additionally, your company will receive fortified solutions from IDS that complement and support your marketing efforts to designers.

Code Of Ethics

The Interior Design Society requires that its members be of good character, seek high standards, maintain business and professional integrity, and display imagination and creative ability. The IDS member properly serves the interest of self, firm and customer equally with competence, enthusiasm, fairness and prompt fulfillment of all obligations to firm and customer

“Our partnership with IDS has proved invaluable. The caliber of the membership and the measurable results from our participation in events and outreach initiatives through our sales force has brought a substantial ROI. We have many new designers doing business with Phillips Collection that came directly through the opportunities our sponsorship afforded.”

Jason Phillips,
Phillips Collection



12,711

average visits to website per month



28.34%

average email open rate



6.79%

average click through rate



NATIONAL SPONSORSHIP

We are pleased to be able to offer sponsorship opportunities to companies who align with our mission and values. IDS National Sponsorship is the highest level of involvement with exclusive benefits for showrooms, galleries, design centers, retail stores/outlets, manufacturers, or distributors of interior design related products and services. Sponsorship cycles run by anniversary date.

Benefits of Sponsorship	Ruby \$1000 Annually	Emerald \$3000 Annually	Diamond \$5000 Annually	Elite \$8000 Annually
IDS Membership: Including access to chapters nationwide	✓	✓	✓	✓
Ad space on the front page of the IDS National website <i>(this ad will be in rotation with other sponsor ads)</i>	—	Banner ad size: 960x300 (1 mo)	Banner ad size: 960x300 (2 mo)	Banner ad size: 960x300 (3 mo)
Listing and logo present on the IDS National Website	✓	✓	✓	✓
Use of IDS Logo	✓	✓	✓	✓
E-blasts	2	3	5	8
Sponsor post on IDS National blog	2	3	4	5
Posts on IDS National Facebook page	2	3	5	8
Featured Facebook cover photo on IDS National Facebook page <i>(2 week duration)</i>	—	1	2	3
Posts on IDS National Twitter	2	3	5	8
Posts on IDS National Instagram	2	3	5	8
Logo present in IDS National E-newsletter	✓	✓	✓	✓
Logo present at IDS National Conference	✓	✓	✓	✓
Complimentary ticket(s) to annual IDS National Conference and Awards Dinner	—	1	2	4
Discount on booth space for IDS Vendor Showcase <i>(when available)</i> OR table sponsor at Awards Dinner	5% discount	10% discount	25% discount	Included



STUDENT SPONSORSHIP OPPORTUNITIES

Scholarship Program — \$6,000

Exclusive, one per calendar year available

- One representative on scholarship committee
- Logo present on all communications and marketing materials

Student Design Challenge — \$7,000

Exclusive

- One representative on judging panel
- Opportunity to address attendees and present award during reception
- Logo present on event photos
- Complimentary Ruby National Sponsorship

Student Designer of the Year Award — \$2,500

Exclusive

- One representative on judging panel
- Logo present on award and awards ceremony program
- 2 complimentary tickets to awards ceremony
- Opportunity to present award during annual awards ceremony



“IDS has provided an abundance of opportunity. What started off as me volunteering as a student and later a role on the National Board of Directors, I have found myself immersed with likeminded individuals. I have built working relationships with business owners around the country all thanks to IDS. They have contributed to my personal development in academics and business. I look forward to seeing the growth of the Interior Design Society in the years to come.”

Silas Rodriguez,
National Board Member

AWARD SPONSORSHIP OPPORTUNITIES

Designer of the Year Awards Headline Sponsor — \$10,500

1 available

- Logo present on all communications and marketing materials regarding awards program (digital and traditional media)
- Opportunity to address attendees during awards ceremony
- One representative on judging panel
- Logo present on step and repeat banner, presentation and program
- Four complimentary tickets to awards dinner
- Complimentary Diamond National Sponsorship (\$5,000 value)

Category Sponsor — \$1,500

3 available

- Two complimentary tickets to awards ceremony
- Logo present in awards ceremony program and during awards presentation
- One representative on judging panel

#impact Sponsor — \$1,500

1 available

- Two complimentary tickets to awards ceremony
- Logo present in awards ceremony program and during awards presentation
- One representative on judging panel

“IDS has had a tremendous impact on me since I joined over 9 years ago. Attending the local chapter meetings has brought me personal relationships with other interior designers and vendors that have propelled me both personally and professionally. Attending the IDS Annual Conference has given me opportunities to learn about growing my business and gaining wisdom from other interior designers across the nation. Joining IDS has been one of the best decisions I made as the owner of an independent interior design firm.”

Kim Bailey, Kim Bailey Interiors
3 Time Designer of the Year Award Winner





Joining the Interior Design Society as a sponsor is a guaranteed way to make connections and increase your business. What sets IDS apart from other organizations is our priority of creating relationships within our industry. As a sponsor, you will be connected to thousands of designers nationwide. The IDS sponsorship program provides your company with access to resources that will enhance your networking relationships, as well as educational and professional development. Additionally, your company will receive fortified solutions from IDS that complement and support your marketing efforts to designers.

If you are interested in joining or would like more information about IDS Sponsorship, please contact:

Jenny Cano, Executive Director

jcano@interiordesignsociety.org

336.884.4437 ext. 222

164 S Main Street, Suite 809

High Point, NC 27260