

AMERICAN  
SOCIETY OF  
INTERIOR  
DESIGNERS



# ASID NEW JERSEY 2024 CHAPTER SPONSORSHIP MENU

*More information:*

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[ADMINISTRATOR@NJ.ASID.ORG](mailto:ADMINISTRATOR@NJ.ASID.ORG)

# FY 2023-24 CHAPTER BOARD OF DIRECTORS



MARINA V. UMALI, ASID, CID  
PRESIDENT



JUDI CROOK, ASID, CID  
PRESIDENT-ELECT



MARILYN LAVERGNE,  
ASSOCIATE ASID  
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MEMBERSHIP DIRECTOR



JEFFERY MCCULLOUGH, ALLIED ASID  
PROFESSIONAL DEVELOPMENT  
DIRECTOR



JAYDAH RUIZ, STUDENT ASID  
STUDENT REP TO THE BOARD

*ASID NJ is thrilled to present our 2024 Sponsorship Menu to you. As a Chapter Sponsor, you will be front and center with our extensive membership and be able to connect with our members across different platforms. We look forward to collaborating with you this year! Thank you for supporting our chapter!*

*We understand that each sponsor has unique goals and preferences. That's why we offer comprehensive and a la carte options tailored to best suit your objectives and level of involvement with our chapter.*

*To embark on this exciting journey of collaboration and customization, please reach out to our Chapter Administrator at [administrator@nj.asid.org](mailto:administrator@nj.asid.org). Let's work together to craft a sponsorship package that aligns perfectly with your vision.*

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# About the Chapter



## Membership

550+ Members, including  
Professional, Student and  
Industry Partners



## Community

Our Design Community  
covers all of New Jersey.



## Communications

700+ email subscribers

## Socials

3,400+ Social Media  
Followers

# Diamond

## \$20,000

### Sponsorship Items to include:

- INTRODUCTION AS CHAPTER DIAMOND SPONSOR AT ALL EVENTS, INCLUDING THE DEA AND TRADE SHOW
- DEA (DESIGN EXCELLENCE AWARDS)
  - 60 SECOND VIDEO PLAYED THROUGHOUT DEA GALA
  - LOGO ON STEP & REPEAT
  - LOGO ON DEA E-BLASTS
  - LOGO ON DEA SOCIAL MEDIA POSTS
  - SEATING FOR 2 AT THE PRESIDENT'S TABLE
  - INTRODUCE ONE CATEGORY OF WINNERS
- TRADE SHOW
  - TRIPLE EXHIBIT SPACE IN PREMIER LOCATION
  - 60 SECOND VIDEO PLAYED THROUGHOUT THE TRADE SHOW
  - LOGO ON STEP & REPEAT
  - LOGO ON TRADE SHOW E-BLASTS
  - LOGO ON TRADE SHOW SOCIAL MEDIA POSTS
- STUDENT & EMERGING PROFESSIONALS WEEK
  - HOST A TOUR OR MEETING FOR STUDENTS OR EMERGING PROFESSIONALS IN YOUR SHOWROOM
  - 60 SECOND VIDEO PLAYED DURING ALL VIRTUAL PROGRAMS
  - LOGO ON ALL EVENT E-BLASTS & SOCIAL MEDIA
- 2 COMPLIMENTARY TICKETS TO ALL EVENTS
- THINK IP FIRST (CEU, WEBINAR OR TOUR HOSTED BY IP) \*IP RESPONSIBLE FOR LIGHT REFRESHMENTS & DRINKS\*
- 4 DEDICATED E-BLASTS
- TOP PLACEMENT LOGO RECOGNITION ON ALL E-BLASTS, EVENTS
- INCLUDED ROBOCALL MENTION
- 4 DEDICATED SOCIAL MEDIA POSTS
- LOGO ON ASID NJ WEBSITE SPONSORS PAGE

# Emerald

## \$10,000

### Sponsorship Items to include:

- INTRODUCTION AS CHAPTER EMERALD SPONSOR AT ALL EVENTS, INCLUDING THE DEA AND TRADE SHOW
- SELECT ONE OPTION:
  - DEA (DESIGN EXCELLENCE AWARDS)
    - 30 SECOND VIDEO PLAYED THROUGHOUT DEA GALA
    - LOGO ON STEP & REPEAT
    - LOGO ON DEA E-BLASTS
    - LOGO ON DEA SOCIAL MEDIA POSTS
  - OR**
  - TRADE SHOW
    - DOUBLE EXHIBIT SPACE IN PREMIER LOCATION
    - 30 SECOND VIDEO
    - LOGO ON STEP & REPEAT
    - LOGO ON TRADE SHOW E-BLASTS
    - LOGO ON SOCIAL MEDIA POSTS
- STUDENT & EMERGING PROFESSIONALS WEEK
  - 30 SECOND VIDEO PLAYED DURING ALL VIRTUAL PROGRAMS
  - LOGO ON ALL EVENT E-BLASTS & SOCIAL MEDIA
- 2 COMPLIMENTARY TICKETS TO TWO EVENTS OF YOUR CHOICE
- THINK IP FIRST (CEU, WEBINAR OR TOUR HOSTED BY IP) \*IP RESPONSIBLE FOR LIGHT REFRESHMENTS & DRINKS\*
- 3 DEDICATED E-BLASTS
- LARGE PLACEMENT LOGO RECOGNITION ON ALL E-BLASTS, EVENTS
- 3 DEDICATED SOCIAL MEDIA POSTS
- LOGO ON ASID NJ WEBSITE SPONSORS PAGE

# Sapphire

## \$7,500

### Sponsorship Items to include:

- INTRODUCTION AS CHAPTER SAPPHIRE SPONSOR AT ALL EVENTS, INCLUDING THE DEA AND TRADE SHOW
- TRADE SHOW
  - ONE EXHIBIT SPACE IN PREMIER LOCATION
  - LOGO ON STEP & REPEAT
  - LOGO ON TRADE SHOW E-BLASTS
  - LOGO ON SOCIAL MEDIA POSTS
- STUDENT & EMERGING PROFESSIONALS WEEK
  - 30 SECOND VIDEO PLAYED DURING ALL VIRTUAL PROGRAMS
  - LOGO ON ALL EVENT E-BLASTS & SOCIAL MEDIA
- 2 COMPLIMENTARY TICKETS TO ONE EVENT OF YOUR CHOICE
- THINK IP FIRST (CEU, WEBINAR OR TOUR HOSTED BY IP) \*IP RESPONSIBLE FOR LIGHT REFRESHMENTS & DRINKS\*
- 2 DEDICATED E-BLASTS
- MEDIUM PLACEMENT LOGO RECOGNITION ON ALL E-BLASTS AND EVENTS
- 2 DEDICATED SOCIAL MEDIA POSTS
- LOGO ON ASID NJ WEBSITE SPONSORS PAGE

# Ruby

# \$5,000

## Sponsorship Items to include:

- INTRODUCTION AS CHAPTER RUBY SPONSOR AT ALL EVENTS, INCLUDING THE DEA AND TRADE SHOW
- TRADE SHOW
  - ONE EXHIBIT SPACE
  - LOGO ON STEP & REPEAT
  - LOGO ON 4 TRADE SHOW E-BLASTS OR SOCIAL MEDIA POSTS
- STUDENT & EMERGING PROFESSIONALS WEEK
  - 30 SECOND VIDEO PLAYED DURING ALL VIRTUAL PROGRAMS
  - LOGO ON ALL EVENT E-BLASTS & SOCIAL MEDIA
- 2 COMPLIMENTARY TICKETS TO ONE EVENT OF YOUR CHOICE
- 1 DEDICATED E-BLAST
- SMALL PLACEMENT LOGO RECOGNITION ON ALL E-BLASTS AND EVENTS
- 1 DEDICATED SOCIAL MEDIA POST
- LOGO ON ASID NJ WEBSITE SPONSORS PAGE

# Pearl

# \$3,000

## Sponsorship Items to include:

- INTRODUCTION AS CHAPTER PEARL SPONSOR AT ALL EVENTS, INCLUDING THE DEA AND TRADE SHOW
- TRADE SHOW
  - ONE TABLETOP
  - SMALL LOGO ON 4 TRADE SHOW E-BLASTS
- 1 DEDICATED E-BLAST
- SMALL PLACEMENT LOGO RECOGNITION ON ALL E-BLASTS, EVENTS
- 1 DEDICATED SOCIAL MEDIA POST
- LOGO ON ASID NJ WEBSITE SPONSORS PAGE



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# A LA CARTE MENU

## DEDICATED E-BLASTS

1 E-BLAST  
4 E-BLASTS

## IP PRICE

\$275  
\$1,000

## NON IP PRICE

\$550  
\$2,000

(PER VENDOR, \$100 FOR EACH  
ADDITIONAL VENDOR)

## SOCIAL MEDIA POSTS

1 SOCIAL MEDIA POST  
4 SOCIAL MEDIA POSTS

## IP PRICE

\$275  
\$1,000

## NON IP PRICE

\$550  
\$2,000

DEDICATED ROBOCALL

\$500

IP HOST MORNING/  
AFTERNOON EVENT

\$1500

STUDENT WEEK SPONSOR

\$500

PLEASE CONTACT [ADMINISTRATOR@NJ.ASID.ORG](mailto:ADMINISTRATOR@NJ.ASID.ORG) FOR DEA AND  
TRADE SHOW SPONSORSHIP OPPORTUNITIES

# *Sponsorship Registration*

[Register Now](#)

# Sponsorship Program Guidelines

Annual Sponsorship benefits run for twelve months from the start date.

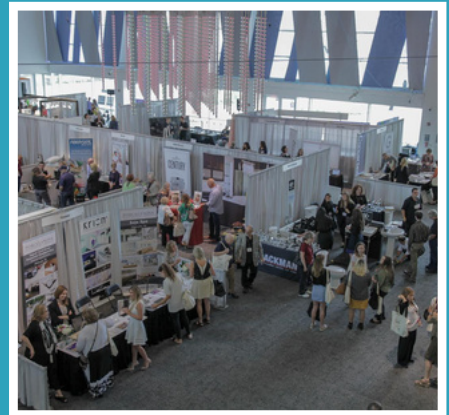
Sponsorship benefits begin upon receipt of payment. Logo to be a high resolution PNG (preferred) or JPG and must be submitted at the time of payment.

The ASID New Jersey Chapter reserves the approval rights of 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 New Jersey Chapter of ASID is not a charity and therefore Sponsorships do not qualify as tax-deductible charitable donations. This payment, however, may qualify as a business expense.

Sponsorship benefits are determined at the discretion of ASID NJ and may be subject to change.

# Join us today!



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