



# ASID NEW JERSEY 2024/2025 SPONSORSHIP MENU

For more information:

EMAIL:

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



## Membership

450+ Members, including Professional,  
Student and Industry Partners



## Community

Our Design Community covers all of  
New Jersey.



## Communications

800+ email subscribers

## Socials

3,400+ Social Media Followers

# YEAR-ROUND CHAPTER SPONSORSHIP PACKAGES

Each level includes high-visibility marketing opportunities throughout the year, with premium involvement in both the Design Excellence Awards (DEA) and designXPO.

## DIAMOND CHAPTER SPONSOR: \$10,000

- **Benefits Include:** Elite DEA sponsorship & Platinum designXPO sponsorship.
- **Premium Inclusions:** Year-long marketing, top placement on all promotional materials, enhanced visibility at both DEA and designXPO events, premium locations for exhibits, and speaking opportunities.

## EMERALD CHAPTER SPONSOR: \$7,500

- **Benefits Include:** Star DEA sponsorship & Gold designXPO sponsorship.
- **Valuable Inclusions:** High-visibility branding, prominent logo placement, and premium opportunities at both DEA and designXPO events.

## SAPPHIRE CHAPTER SPONSOR: \$4,500

- **Benefits Include:** Premier DEA sponsorship & Silver designXPO sponsorship.
- **Enhanced Inclusions:** Prime locations for exhibits, logo on promotional materials, and select speaking opportunities.

## RUBY CHAPTER SPONSOR: \$2,000

- **Benefits Include:** Select DEA Sponsorship & Bronze designXPO sponsorship.
- **Core Inclusions:** Logo on promotional materials, prominent mentions at both events, and key display space.

# Design Excellence Awards Sponsorship Levels

|   | <b>Elite DEA Sponsor:<br/>\$5,250</b>                           | <b>Star DEA Sponsor:<br/>\$3,750</b>                           | <b>Premier DEA Sponsor:<br/>\$2,250</b> | <b>Select DEA Sponsor: \$750</b> |
|---|---|--|---|----------------------------------|
| Video Spots during Awards Ceremony                                    | Two (2) 60-second spots   | One (1) 60-second spot   | One (1) 15-20 second spot               |                                  |
| Announce one (1) category & hand out award to winning designer        | ✓   |  |   |                                  |
| Mic Opportunity   | 60-second   | 30-second  |   |                                  |
| Gala Tickets  | 2 complimentary tickets, special pricing for additional tickets | 1 complimentary ticket, special pricing for additional tickets | Special pricing for tickets             | Special pricing for tickets      |
| Logo featured on all promotional materials & Step and Repeat          | Largest   | Large  | Medium                                  | Small                            |
| Verbal Acknowledgment   | Prominent   | ✓  | ✓                                       | ✓                                |
| Display Table (optional)  | 1   | 1  | 1                                       | 1                                |
| ASID NJ Promotion of morning or afternoon event within 2025-2026 Year | ✓   | ✓  |   |                                  |

# designXPO Sponsorship Levels

|   | <b>Platinum designXPO Sponsor: \$5,250</b>         | <b>Gold designXPO Sponsor: \$3,750</b>             | <b>Silver designXPO Sponsor: \$2,250</b>           | <b>Bronze designXPO Sponsor: \$1250</b> |
|---|--|--|--|---|
| 10'x8' exhibit spaces (premium location)  | Three (3) spaces w/ electrical                     | Two (2) spaces w/ electrical                       | Two (2) Tabletops                                  | One (1) Tabletop                        |
| Exclusive Lunch & Learn or evening program during 2025-2026 year or CEU at 2025 designXPO | ✓  |  |  |   |
| designXPO tickets for clients   | 4 complimentary XPO tickets, discounted additional | 2 complimentary XPO tickets, discounted additional | 2 complimentary XPO tickets, discounted additional | Discounted tickets                      |
| Logo featured on all promotional materials & Step and Repeat                              | Largest  | Large  | Medium   | Small                                   |
| Verbal Acknowledgment   | Prominent  | Prominent  | Prominent  | Prominent                               |
| Logo to run on screen   | ✓  | ✓  | ✓  | ✓                                       |
| Complimentary e-blasts and/or social media posts  | 3  | 2  | 1  |   |
| Opportunity to donate to on-site raffle   | ✓  | ✓  | ✓  | ✓                                       |

# A LA CARTE MENU

| Marketing Opportunity                              | Member Price | Non-Member Price |
|--|--------------|------------------|
| One (1) Dedicated e-blast or social media post     | \$275        | \$550            |
| Four (4) Dedicated e-blasts or social media posts* | \$1,000      | \$2,000          |
| One (1) Dedicated robocall                         | \$500        |                  |
| IP Hosted Event                                    | \$500        | \$750            |
| Student Week Sponsor                               | \$500        |                  |

YOU HAVE THE FLEXIBILITY TO CUSTOMIZE THIS BUNDLE TO MEET YOUR NEEDS. FOR EXAMPLE, YOU CAN SELECT A COMBINATION SUCH AS TWO E-BLASTS AND TWO SOCIAL MEDIA POSTS. SOCIAL MEDIA POSTS WILL BE SHARED ON INSTAGRAM, THE ASID NJ FACEBOOK CHAPTER PAGE, AND THE DIPS (DESIGNERS, INDUSTRY PARTNERS & STUDENTS) FACEBOOK GROUP. YOUR EVENT WILL ALSO BE FEATURED ON THE ASID NJ WEBSITE CALENDAR AND EVENTS PAGE.

# 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.