



Interior Designers Institute

O F B R I T I S H C O L U M B I A

## Corporate Sponsor Program 2004

The IDI corporate sponsorship program is designed to bring IDI members together with product and service suppliers in our community by providing a robust resource directory for IDI members, and enhancing relationships with individuals and companies that provide these products and services. Sponsorship dollars are critical to providing our members with services that are important to them, including social events - Awards Ceremonies, - Education Seminars - Legal Endeavours - Public Awareness Campaigns...and more!

IDI's corporate sponsorship program provides sponsors with **enhanced value, visibility and profile** at all IDI events **throughout the year**. It's an exceptional marketing opportunity for companies wishing to increase their prominence and accessibility to key professionals in our industry. **The Sponsorship Program is an outstanding investment as you will receive \$2.00 in estimated value of recognition for every \$1.00 invested.**

### Sponsorship Opportunities

The IDI sponsorship program offers 4 levels of sponsorship, enabling companies of all sizes to participate at the level that best matches their specific marketing plans.

- *Platinum - 1 only @ \$5,500*
- *Gold - 4 only @ \$3,000*
- *Silver - 10 only @ \$1,500*
- *Bronze - unlimited @ \$500*

# Guiding Principles

The guiding principles set forth to regulate the sponsorship program are to be reviewed on an annual basis to ensure that the program meets the needs of the organization, its' members, and the sponsors.

1. Sponsorships are registered on a 'first come first serve' basis.
2. Once established at a particular sponsorship level, incumbents will be given the option to renew at the same level the following year. IDI requires commitment of renewals by the end of October.
3. Upon receiving a request for sponsorship the IDI office will send an invoice complete with a contract and request for information sheet. Only after: a cheque in the full amount of sponsorship, a completed information sheet, and an electronic logo (where applicable), has been received will the company be listed on the web site resource directory.
4. IDI will provide recognition signage at all events listing all sponsors. All additional signage is to be provided by individual sponsors. IDI will provide logo for use as outlined in benefits packages.
5. IDI encourages sponsors to get involved on committees and will make every attempt to place individuals on committees of interest to them. Our goal is to have two sponsors on each committee. Please understand that there are limited committee positions and your first choice may not always be available immediately.
6. Gold sponsors will be consulted to determine a sponsor event most suited to their business and marketing plans. As there are limited events we will do our best to provide the best 'fit' for each sponsor.
7. Corporate sponsorship is active from January to December each year.
8. Donations other than cash, such as corporate promotional items will be accepted from corporate sponsors. However, sponsors are not expected or obligated in any way to provide donations.  
  
Donations will also be accepted from suppliers of products and services outside the interior design community that are not corporate sponsors, e.g. from a t-shirt company, food supplier.
9. Donations will not be accepted from suppliers of products and services within the design community that are not IDI corporate sponsors.
10. IDI will not contribute any money towards promotional items to be given away at IDI events, if the promotional items include the sponsor's name. Sponsors may however, choose to provide promotional items at their own expense.
11. Corporate sponsors are to appoint individual(s) within their organization to represent them. Each level of membership is entitled to a specific number of representatives as outlined in the benefit packages. These individuals are entitled to member rates at all events and are encouraged to participate on committees. Other company staff are encouraged to attend events as well and will be charged non-member / non-sponsor rates. Sponsors who purchase 10 or more tickets to an event are entitled to member rates.

Make your commitment by contacting the IDI office immediately to become a partner with IDI for a rewarding experience and a great year.



# Interior Designers Institute

OF BRITISH COLUMBIA

## PLATINUM SPONSORSHIP PACKAGE - \$5,500

There is only one platinum sponsor each year.

### 1. Web Page Listing

- ◆ Corporate listing on the IDI website providing a direct link to corporate web-site, including **Corporate Logo**
- ◆ Email address listing for four representatives

### 2. IDI Directory Listing

- ◆ Corporate listing including **Corporate Logo**
- ◆ Name listings for four company representatives

### 3. Participation

- ◆ IDI encourages committee participation from listed company representatives

### 4. IDI Newsletter

- ◆ Front page recognition in all four IDI newsletters
- ◆ Front page feature article in all four IDI newsletters: educational, or industry relevant article to be approved by the IDI Newsletter committee
- ◆ A 200-word company profile will be featured in one issue, editorialized by IDI Newsletter committee
- ◆ Paid advertising and inserts in IDI newsletters is limited to IDI Corporate Sponsors only
- ◆ In the issue of your choice, one complimentary (sponsor supplied) insert comprising up to two 8.5" x 11" sheets.

### 5. Awards Ceremony

- ◆ Corporate logo slide during program
- ◆ Welcome address from the podium
- ◆ Four complimentary tickets

### 6. Media Coverage

- ◆ High profile coverage of the Awards Ceremony
- ◆ Recognition in local news media
- ◆ Advertorial in one issue of Design Quarterly or Award magazine

### 7. IDI Logo

- ◆ The "Official IDI Sponsor" logo available for authorized use on corporate stationary, advertising and for all other marketing opportunities

### 8. Signage

- ◆ Sponsorship recognition signage at all IDI events

### 9. Sponsorship of Your Choice

- ◆ As a PLATINUM Sponsor, you will sponsor a PREMIER event of your choice to be selected and /or developed in conjunction with IDI board of directors
- ◆ Media coverage of event
- ◆ Sponsorship recognition at event

### 10. IDI Events

- ◆ Four complimentary tickets to every IDI event in 2003
- ◆ Four tickets to all events at the sponsor rate (additional tickets available at guest rate; groups of 10 or more at the sponsor rate)



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## GOLD SPONSORSHIP PACKAGE - \$3,000

There are only four gold sponsors each year.

### 1. Web Page Listing

- ◆ Corporate listing on the IDI website providing a direct link to corporate web-site, including **Corporate Logo**
- ◆ Email address listing for three representatives

### 2. IDI Directory Listing

- ◆ Corporate listing including **Corporate Logo**
- ◆ Name listings for three company representatives

### 3. Participation

- ◆ IDI encourages committee participation from listed company representatives

### 4. IDI Newsletter

- ◆ Quarter page add in all four IDI newsletters
- ◆ A 200-word company profile will be featured in one issue, editorialized by IDI Newsletter committee
- ◆ Paid advertising and inserts in IDI newsletters are limited to IDI Corporate Sponsors only

### 5. Awards Ceremony

- ◆ Corporate logo slide during the program (group slide)
- ◆ Three complimentary tickets

### 6. Media Coverage

- ◆ High profile coverage of the Awards Ceremony
- ◆ Recognition in local news media

### 7. IDI Logo

- ◆ The "Official IDI Sponsor" logo available for authorized use on corporate stationary, advertising and for all other marketing opportunities

### 8. Signage

- ◆ Sponsorship recognition signage at all IDI events

### 9. Sponsorship of Your Choice

- ◆ As a GOLD Sponsor, you will sponsor an event of your choice to be selected and /or developed in conjunction with IDI board of directors

### 10. Events

- ◆ Three tickets to all events at the sponsor rate (additional tickets available at guest rate; groups of 10 or more at the sponsor rate)



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## SILVER SPONSORSHIP PACKAGE - \$1,500

There are only 10 silver sponsorships available each year.

### 1. Web Page Listing

- ◆ Corporate listing on the IDI website providing a direct link to corporate web-site, including **Corporate Logo**
- ◆ Email address listings for two representatives

### 2. IDI Directory Listing

- ◆ Corporate listing including **Corporate Logo**
- ◆ Name listings for two company representatives

### 3. Participation

- ◆ IDI encourages committee participation from listed representatives

### 4. IDI Newsletter

- ◆ Recognition on the back page of all four IDI newsletters
- ◆ Paid advertising and inserts in IDI newsletters are limited to IDI Corporate Sponsors only

### 5. Awards Ceremony

- ◆ Corporate logo slide during the program (group slide)
- ◆ Two complimentary tickets

### 6. Media Coverage

- ◆ High profile coverage of the Awards Ceremony
- ◆ Recognition in local news media

### 7. IDI Logo

- ◆ The "Official IDI Sponsor" logo available for authorized use on corporate stationary, advertising and for all other marketing opportunities

### 8. Signage

- ◆ Sponsorship recognition signage at all IDI event

### 9. Design Northwest Exhibit

- ◆ Logo for sponsorship recognition signage at your exhibit booth
- Recognition at IDI Exhibit booth

### 10. Events

- ◆ Two tickets to all events at the sponsor rate (additional tickets available at guest rate; groups of 10 or more at the sponsor rate)



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## Bronze Sponsorship - \$500

There are an unlimited number of bronze sponsorships available.

### 1. Web Page Listing

- ◆ Corporate listing on the IDI website with a direct link to corporate website
- ◆ Email address listing for one representative

### 2. IDI Directory Listing

- ◆ Corporate listing
- ◆ Name listing for one company representative

### 3. Participation

- ◆ IDI encourages committee participation from listed company representative

### 4. IDI Newsletter

- ◆ Paid advertising in IDI newsletters is limited to IDI Corporate Sponsors only

- ◆ Inserts in IDI newsletters are limited to IDI Corporate Sponsors only
- ◆ Recognition in one issue of IDI newsletter

### 5. Awards Ceremony

- ◆ Local media coverage
- ◆ Signage at reception

### 6. Design Northwest Exhibit

- ◆ Logo for sponsorship recognition signage at your exhibit booth
- ◆ Recognition at IDI Exhibit booth

### 7. Events

- ◆ One ticket to all events at the sponsor rate (additional tickets available at guest rate; groups of 10 or more at the sponsor rate)