Dear Friends and Patrons,

I remain excited and honored to be a part of IIDA Michigan as your new VP of Industry Relations. While in this role, I am committed to growing industry awareness in Michigan, while continuing to build strong relationships with our corporate partners.

As an organization, IIDA truly believes in the sustained growth and advancement of interior design and expertise, while connecting individuals across various levels of experience and industry professions. On that note, we thank you for considering to support our local IIDA Michigan chapter — we wouldn’t be here without you!

Thanks to your support in 2019, we:

• hosted our 4th Annual CEU Palooza + Vendor showcase
• brought back the popular Signature event, Finish2Fashion
• hosted yet another very successful Membership drive in both Grand Rapids and Detroit
• created additional CONNECT events, which provided designers opportunity to network, hear advocacy updates, and stay connected within our chapter.

In 2020, you can look forward to all of these amazing events listed above as well as the Mi Design Awards Gala and a new initiative for enhancing our NCIDQ study groups. Stay tuned!

For returning patrons and potential new patrons, we’re happy to present the 2020 Patron Package. Here you’ll find various resources, events, and information pertaining to your patronage level. Feel free to reach out to me with any and all questions you may have pertaining to the Patron Package or just to say hello!

I look forward to seeing you at future events,

Regards,

Elizabeth Barnes, ASSOCIATE IIDA
VP of Industry Relations
Why be a patron?

Expect More
IIDA advances the profession of Interior Design through the progressive cultivation of innovative leadership and by constantly advocating for exceptional design.

Do More
IIDA Forums offer a venue for discussion with professionals in similar fields and dissemination of information on trends, problem-solving strategies and perspectives on current or developing areas of design practice within specific markets.

Know More
Education is a life-long pursuit, and the process of becoming a well-educated design practitioner does not end when you graduate. IIDA supports you with numerous educational options. Our continuing education programs provide you with the knowledge and confidence to prosper in today’s rapidly evolving marketplace.

Give More
Design is about humanity and improving the human condition through interior environments that are effective, efficient and exceptional. IIDA shares your passion to create a better world, and we leverage the resources of the IIDA Foundation – the philanthropic arm of the Association – to give back.

Grow More
IIDA is a catalyst for your professional development.

Practice More
IIDA tracks and supports legislation that raises the bar for the profession and protects your right to practice.

Say More
We support, encourage and convene avid, active discourse about the issues and forces that are shaping, changing and pushing the profession.
What is our focus?

Our Chapter focus is in support of IIDA Headquarters’ overall mission: IIDA, with respect for past accomplishments of Interior Design leaders, strives to create a strong niche for the most talented and visionary Interior Design professionals, to elevate the profession to the level it warrants, and to lead the way for the next generation of Interior Design innovators. The Association provides a forum to demonstrate design professionals’ impact on the health, safety, well being and virtual soul of the public, balancing passion for good design and strategy for best business practices. IIDA stands at the intersection of passion and strategy where designers create extraordinary interiors and experiences.

DESIGN MANIFESTO

design is personal. not political. design dignifies. it does not discriminate. design provides and provokes. it has no prejudice. design heals the heart, replenishes the soul, ignites the mind. design civilizes, not demonizes. design excites and exalts. it never excludes. design educates. it does not repudiate. design has empathy not antipathy. design is culture. design is craft. design is art. design is science. design is history. design is love. design speaks. design listens. design is everywhere. we are design.
• **Join us!** As a patron, you will receive tickets to signature events (depending on your level). These are your opportunities to have access to several designers in one place. Please come and network with our members!

• **Participate!** We give our patrons first right of refusal for participation in CEU Palooza, and first right of refusal for hosting CONNECT | Events. Offer up your expertise and get in front of designers!

• **Get social!** Follow us, and when we recognize you on our social media platforms, share it! We’re so proud to be affiliated with our patrons. We love being able to give you publicity in exchange for your support. Share our posts that mention you, and forward the newsletters that contain articles about you.

How do you leverage your patronage?
2020 IIDA Michigan Events:

- CEU Palooza - May 11, 2020
- Mi Design Competition - Opens Spring 2020
- Mi Design Awards Gala [Signature Event] - Fall 2020
- CONNECT | Detroit
- CONNECT | Grand Rapids
- Golf Outing | Annual Meeting

STUDENT EVENTS:
- Student Mentoring Month [March]
- Student Road Show
- Video Contest (for student conference)
- National Student Conference [Dallas, TX]
- ThinkUp! Competition - Fall 2020

Patron Levels - At a glance:

<table>
<thead>
<tr>
<th>Level</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Advocate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>$4500</td>
<td>$3000</td>
<td>$1500</td>
<td>$800</td>
</tr>
</tbody>
</table>

- Company logo and link on IIDA MI chapter Website
- Scrolling photo highlight on IIDA MI chapter website homepage (1 month)
- Patron spotlight on IIDA MI social media biannually (2 posts in 1 week, 2x yearly)
- Take over IIDA MI social media cover photo for 1 week
- Patrons name and logo in monthly e-blasts and quarterly newsletters
- Patron of the month w/article write-up, project photos, testimonials
- We support IIDA MI logo for patrons email signature use
- Company logo in patron presentation at signature events
- Company logo on patron banner at all events (scale & position by level)
- Name tag w/patron recognition at signature events
- Verbal & visual recognition at all events
- Exposure at events with allied partners
- Tickets to Signature Event (Awards Gala)
- Vendor booth at CEU Palooza (non-patrons $650.00)
- Golf Outing | Annual Meeting
- Premier reserved seating
- Admission for 2 designers of choosing to attend NCIDQ Study Group NEW!

Tickets

- 8 tickets for $4500 level
- 4 tickets for $3000 level
- Premier reserved seating

Other

- Concierge Service

Admission for 2 designers of choosing to attend NCIDQ Study Group NEW!
APPLICATION FORM

$4500 GOLD
$3000 SILVER
$1500 BRONZE
$800 ADVOCATE

Please send application via mail with your contribution to:
IIDA Michigan Chapter
PO Box 6445
Grand Rapids, MI 49516

Payment must be received in full by February 21, 2020 for full benefits
Make checks payable to IIDA Michigan.

Credit Card Payments: please pay on our website at:
https://www.michiganiida.org/donate

If paying my Credit card please still mail in your application.

Please see backside of page for additional needs to help us fulfill your patronage benefits.

Contact Information:
Name: 
Company: 
Address: 
City | State | Zip: 
Phone | Email: 

Corporate Marketing Contact Name | Email:

For Gold, Silver or Bronze level - please send your logo in .eps format to:
Sara.Fall@michiganiida.org

For a shared partnership, please add the additional partner information:

Contact Information:
Name: 
Company: 
Address: 
City | State | Zip: 
Phone | Email: 

CEU PALOOZA 2019
What do we need from you?

Please help us by providing the following at your patron level. All files as well as any questions can be sent directly to Sara.Fall@michiganiida.org

GOLD LEVEL PATRONS
- Company Logo [.eps format]
- Image for website highlight [please include project name + location]
- 6-8 images you would like us to use for your social media spotlight
- 1 image for social media cover photo take over

SILVER LEVEL PATRONS
- Company Logo [.eps format]
- 6-8 images you would like us to use for your social media spotlight
- 1 image for social media cover photo

BRONZE LEVEL PATRONS
- Company Logo [.eps format]

*note - Patron banner will be printed on Feb. 24, 2020, please provide logo by Feb. 21, 2020. Please provide all other images to fulfill your perks by March 1, 2020.
2019 ANNUAL PATRONS

DIAMOND
- Interface
- Patcraft

GOLD
- Haworth
- Tarkett
- Wilsonart distributed by Lumbermen’s

SILVER
- Bentley
- Blakely Products
- Coalesse
- Humanscale
- Teknion

BRONZE
- Allsteel | Gunlocke | Interior Environments
- Camira
- Contract Source Group
- DL Couch
- Genesee Ceramic Tile
- KEAD
- Knoll
- LightArt
- Mannington Commercial
- MDC
- Mohawk Group
- Shaw Contract

FRIEND
- Designtex
- Forms + Surfaces
- J+J Flooring
- Milliken
2019-2020 MICHIGAN IIDA BOARD

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Meghan Lawlor, Student IIDA

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CAMPUS CENTER REP, WMU
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Jennifer Jankiewicz, Student IIDA

CAMPUS CENTER REP, CCS
Ashley Hanson, Student IIDA