

IIDA

MICHIGAN

chapter



2021 PATRON PACKAGE

Dear Friends and Patrons,

2020, what an extraordinary and memorable year. Even though this wasn't quite the year that any of us were anticipating, I hope that there was something that made your year worthwhile. I don't know about you, but this past year allowed me to take pause, cherish the little things, and live in the moment.

As an organization, IIDA truly believes in the sustained growth and advancement of interior design, while connecting individuals across various levels of expertise and industry professions. I am thankful to have each and every one of you in my life and on behalf of the entire IIDA Michigan Chapter, we truly appreciate the love and support you have shown us over this past year -- we wouldn't be here without you!

Thanks to your support in 2020, we:

- Assembled a COVID Task Force to address and support issues taking place in our industry due to the pandemic, including a reverse job board, resources page on our website, panel discussions, etc.
- Hosted our annual Golf Outing
- Hosted our first outdoor Vendor Markets in both Detroit and Grand Rapids City Centers
- Hosted our first virtual Insight Conference
- Hosted in-person and virtual CONNECT events, which provided designers the opportunity to network, hear advocacy updates, and stay connected within our chapter

In 2021, you can look forward to all these amazing events listed above as well as the IIDA MI Scavenger Hunt and our highly sought after NCIDQ study groups.

For returning patrons and potential new patrons, we present our 2021 Patron Package. Here you will find various resources, events, and information pertaining to your patronage level. To show our appreciation for your dedication and support of our chapter during this challenging year for our industry, we have decided to carry over existing 2020 patron benefits into 2021, with the option to upgrade to the next level for added benefits and cost savings.

I am excited to see where life takes us in 2021 and what we can accomplish together. Cheers to the end of what may have felt like a long, never-ending year and wishing you a wonderful year ahead. 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!

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.

How do you leverage your patronage?

- **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 the Insight Conference 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. Participate in our Patron Instagram Live takeovers where you can present the latest and greatest from your company brand to all of our followers. Share our posts that mention you, and forward the newsletters that contain articles about you.
- **Advocate!** With last years new addition to the patron package, we introduced the admission of a designer of your choice into the NCIDQ Study Group. This unique opportunity allows our Patrons to connect with designers to encourage and support their goals in preparing for the NCIDQ exam!

2021 IIDA Michigan Events:

- Scavenger Hunt [Signature Event]
- Insight Conference | Vendor Market
- CONNECT | Detroit
- CONNECT | Grand Rapids
- Golf Outing | Annual Meeting

STUDENT EVENTS:

- Student Mentoring Month [March]
- Student Road Show
- National IIDA SHIFT Student Conference [Virtual]
- ThinkUp! Competition

Patron Levels - At a glance:

		GOLD \$4500	SILVER \$3000	BRONZE \$1500	ADVOCATE \$800
Website/ Social Media	Company logo and link on IIDA MI chapter Website				text only
	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				
Publishing	Company 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				
Event Recognition	Company logo in patron presentation at signature events				text only
	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				signature only
	Exposure at events with allied partners				
Tickets	Tickets to Signature Event (Scavenger Hunt)	1 team	1/2 price team		
	Vendor Market booth at Insight conference (non-patrons \$650.00)	1	1 - 1/2 price		
	Golf Outing Annual Meeting	1 team	1/2 price team		
	Premier reserved seating				
	Admission for designers of choosing to attend NCIDQ Study Group NEW!	2	1	1	
Other	Concierge Service				

NOTE TO EXISTING 2020 PATRONS:

Your 2020 Patron dollar are being rolled into a 2021 Patronage at the same level. If you would like to upgrade your patron level for 2021 you need only pay the difference between your current level and upgrade level.

*Please note we will be continuing to track the developments of the Pandemic through 2021, and our first priority is keeping our members and patrons safe and this may change traditionally how our events have taken place. We remain hopeful that we will be able to have some events in person in 2021. We are continually evolving and are being flexible in our planning of events and will keep everyone informed of developments throughout the upcoming year.

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 spot light
- 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 spot light
- 1 image for social media cover photo

BRONZE LEVEL PATRONS

- Company Logo [.eps format]

*note - Patron banner will be printed on Feb. 26, 2021, please provide logo by Feb. 19, 2021.
Please provide all other images to fulfill your perks by March 1, 2021.

2020 ANNUAL PATRONS

DIAMOND

Interface
Patcraft

GOLD

Haworth
Tarkett

Wilsonart distributed by Lumbermen's

SILVER

Bentley
Blakely Products
Coalesse
EF Contract
Humanscale
Teknion

BRONZE

Allsteel | Gunlocke | Interior Environments
Contract Source Group
Gensler Detroit
Genesee Ceramic Tile
Herman Miller
J+J Flooring
Kendall College of Art & Design
Knoll | American Interiors
LightArt
Linak
Mannington Commercial
MDC
Milliken
Mohawk Group
National Office Furniture
NORR
Shaw Contract
Steelcase | Coalesse
W.E. Gingell Associates

ADVOCATE

Forms + Surfaces
The Look Reps

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