

IIDA

MICHIGAN

chapter

2022 PATRON PACKAGE

Dear Friends and Patrons,

As I sit here thinking about what to write, I am reflecting not only on the past year, but the past two years of living in a post-pandemic world. A lot has happened in this time frame that we will remember for the rest of our lives. It's hard to remember what life was like before the pandemic, but it seems as if life is slowly returning to normal. I don't know about you, but since the lock down, I appreciate the value of in-person connections even more than ever. Without a doubt, I believe we have become more resilient — personally, professionally, and as an industry.

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 2021, we:

- Hosted our Artprize Scavenger Hunt
- Hosted our annual Golf Outing
- Hosted our second outdoor Vendor Markets in both Detroit & Grand Rapids City Centers
- Hosted our second 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 2022, you can look forward to all these amazing events listed above as well as the IIDA MiDesign Awards Gala.

For returning patrons and potential new patrons, we present our 2022 Patron Package. Here you will find various resources, events, and information pertaining to your patronage level as well as new Gala Sponsorship opportunities.

I am excited to see where life takes us in 2022 and what we can accomplish together. Cheers to the end of 2021 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 have the opportunity to take advantage of a menu of benefits based on your level of patronage. This could be your opportunity to have access to several designers in one place, or your opportunity to host designers for events & educational programs. Please come and network with our members!
- **Participate!** We give our patrons first right of refusal for participation in events like the Insight Conference, the Vendor Markets, and hosting CONNECT | Events. New this year, a limited number of Patrons will have the opportunity to be headlining sponsors of our MI Design Awards & Gala. 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!** Offer a reduced price 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:

- Gala + MiDesign Awards [Signature Event]
- Insight Conference
- Vendor Market
- CONNECT | Detroit
- CONNECT | Grand Rapids
- Golf Outing | Annual Meeting
- Advocacy Events
- Membership Drive

STUDENT EVENTS:

- Student Mentoring Month [March]
- Student Road Show
- Student Educational + Networking Programing
- ThinkUp! Competition

Patron Levels - At a glance:

| | | GOLD \$5000 | SILVER \$3500 | BRONZE \$2000 | ADVOCATE \$1300 | A&D \$1300 |
|--------------------------|--|----------------|------------------|------------------|--------------------|---------------|
| Website/ Social Media | Company logo and link on IIDA MI chapter Website | | | | | |
| | Take over IIDA MI social media [Instagram Live & Follow-Up Post] | | | | | |
| Publishing | Company name and logo in monthly e-blasts and quarterly newsletters | | | | | |
| | IIDA MI patronage level logo for patrons email signature use | | | | | |
| Event Recognition | 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 | | | | | |
| Event Participation | Insight Conference Preferred CEU Opportunity | | | | | |
| | Vendor Market booth (non-patrons \$650.00) | FREE | \$125 | \$350 | \$350 | |
| | Golf Outing discounted hole sponsorships or team | 1 | 1/2 price | | | |
| | Premier reserved seating | | | | | |
| | Reduced price for designers of choosing to attend NCIDQ Study Group [annually] | 2 | 1 | | | 1 |
| Other | Concierge Service | | | | | |

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 Elizabeth.Barnes@michiganiida.org

ALL LEVEL PATRONS

- Company Logo [.eps format]

Note - Patron banner will be printed on March 8, 2022, please provide logo by March 1, 2022.

Awards Gala Sponsorship Opportunities

Cutoff - February 1, 2022

Please consider enhancing your patronage by becoming a sponsor for the upcoming MiDesign Awards Gala.

TIER 1: HEADLINING SPONSOR - \$15,000 (Qualifies for a Diamond Patron Level)*

- Working with Gala Committee for headliner co-branded benefit of sponsor's choice
- Four event tickets
- Two MiDesign Award submission (Submissions due by February 17, 2022)

TIER 2: THREE OPPORTUNITIES - \$7,500 (Qualifies for a Gold Patron Level)

- Four event tickets
- One MiDesign Award submission (Submissions due by February 17, 2022)

TIER 3: FOUR OPPORTUNITIES - \$4,000 (Qualifies for a Silver Patron Level)

- One MiDesign Award submission (Submissions due by February 17, 2022)

*Diamond Patron Level achieved by qualifying sponsorship of a Chapter event.

2021 ANNUAL PATRONS

DIAMOND

Interface | Nora
Patcraft

GOLD

Blakely Products
Haworth
Herman Miller | MarxModa | Trellis
Tarkett
Wilsonart distributed by Lumbermen's

SILVER

Bentley
EF Contract
Genesee Ceramic Tile
Global
Humanscale
J+J Flooring
Mohawk Group
Teknion | OFS

BRONZE

Allsteel | Gunlocke | Interior Environments
Contract Source Group
Gensler Detroit
Kendall College of Art & Design
Kimball | Partnr Haus
Knoll | American Interiors
LightArt
Linak
Mannington Commercial
MDC
Milliken
National Office Furniture
NORR
Shaw Contract
Steelcase | Coalesse
W.E. Gingell Associates
Virgina Tile

ADVOCATE

Burke Agency
Forms + Surfaces
The Look Reps

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