

24/2025

ASID COLORADO/NEW MEXICO SPONSORSHIP BENEFITS GUIDE

DESIGN IMPACTS LIVES

AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS



COLORADO

ASID Colorado/New Mexico Chapter is a community of people who love design and believe that interior design is a service to people. The organization works to advance the interior design profession and communicate the impact of design on the human experience.



WHY SPONSOR?

We offer a variety of opportunities for ASID Industry Partners to maximize their reach within our community. From the Crystal Awards and other event sponsorships available year round to customized options built around your sales goals. Investing in ASID Colorado will get you the attention you seek to meet your goals.

- We strive to be the definitive resource for professional education and knowledge sharing, advocacy, and expansion of interior design markets in the region.
- We encompass the states of Colorado and New Mexico, with over 450 interior designers, representing all sectors from commercial to residential interior design. Our database has significant reach for networking opportunities and promotion.
- ASID members and stakeholders are cutting-edge professionals who maintain the highest level of design standards. We will be there every step of the way to support you during the term of your sponsorship



**2024 INDUSTRY
STAR AWARD**
DENVER DESIGN
DISTRICT'S
**AMY GAGLIANO
& ROBYN SMITH**

ABOUT ASID - Celebrating 50 years!

Founded in 1975, The American Society of Interior Designers (ASID) is the largest professional organization for interior designers representing all facets of both residential and commercial design. With more than 30,000 members nationally, ASID establishes a common identity for professionals and businesses in the field of interior design. Of the national society's 20,000 practicing interior designers, 6,500 practice primarily in the commercial field with 4,000 practicing primarily as residential designers. The remaining 9,500 work in both commercial and residential design. The association has 48 chapters throughout the United States and more than 450 international members. ASID's national Industry Partners include more than 3,500 member firms and individual representatives, uniting professional designers with manufacturers of design-related products and services. ASID's membership also includes 7,500 students of interior design. Professional members of ASID must pass rigorous acceptance standards which includes a combination of accredited design education and/or full-time work experience and passing of a two-day accreditation examination (National Council for Interior Design Qualification – NCIDQ). ASID promotes professionalism in interior design services and products for the workplace and home. To keep up with the unique needs of its members, ASID conducts independent research on topics related to the practice and business of the profession. ASID designers receive the most current information about appropriate materials, technology, building codes, government regulations, flammability standards, design psychology and product performance.

COLORADO/NEW MEXICO CHAPTER

The Colorado/New Mexico Chapter of ASID strives to be the definitive resource for professional education and knowledge sharing, advocacy, and expansion of interior design markets. The Colorado Chapter encompasses the entire states of Colorado and New Mexico, representing over 450 interior designers in the region and 100 Industry Partners. These are cutting-edge professionals who maintain the highest level of design standards. Our goal is to effectively promote the value of interior design to the public, related industries and our members through education, community service, networking events and more. **This is only possible with the support of our sponsors.**

MAXIMIZE YOUR RETURN ON INVESTMENT!

By optimizing your dollars through ASID Colorado sponsorships and advertising, you ensure that you will get the attention of our members, who influence decisions to utilize your products and services. By partnering with ASID Colorado, your company will be front and center. This partnership provides you with an exclusive opportunity to cultivate mutually beneficial relationships with our members in ways that are best suited to meet the individual needs of your business.

CONTACT US TO DISCUSS YOUR NEEDS:

administrator@co.asid.org

(720) 780-5588

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About ASID Colorado/New Mexico Chapter Events

Hosted events must be approved in concert with ASID CO. We will help you with the concept of the event, event graphics (designed to YOUR specifications), promote to our list of over 2500+ stakeholders. We will conduct registration functions, provide name badges and welcome squad, help you prepare/set-up onsite, take photos, stay to clean up and afterwards we will feature your event in our weekly eNews and on social media.

Event Type Descriptions:

Celebration Event Host options:

ASID-specific events like New Member events, Annual Chapter Celebration, Past President Brunch and the Crystal Awards, the premier recognition event for all sectors of interior designers.

Design CEU & Best Practices Event Host examples (in-person and virtual education):

Design Trends, Sustainability, Wellness, Equity, Best Practices, Business Topics, Ethics, Legislation, Building Codes, etc. Continuing Education Units are highly encouraged. Topics are determined at sponsors' discretion, with approval for ASID.

Event Host Sponsor examples:

Networking events in Showrooms, Special themed activities on location at your site, Tours, Student and Emerging Professional events, etc. This events are typically catered affairs with activities engagement. In 2024, we averaged 60 attendees per event.



ASID Colorado Sponsorship Overview

Sponsorships are on a first-come, first-served basis. We are happy to customize sponsorship packages to suit your sales goals.

You must be a member of ASID, and remain in good standing throughout the sponsorship year, to work with any ASID Chapter. Minimum investment of \$684 to join as affiliate member. Details here: <https://www.asid.org/belong/affiliate-member>. This cost is in addition to and separate from ASID CO sponsorship.

Make your commitment today! We can bill you now or in 2025. We can split the expense between your fiscal years or charge you in 4 installments.

ASID Colorado a 501c6 non-profit association, please consult your tax advisor for deductibility.

ASID and ASID Colorado/New Mexico maintain the highest level of design standards. We will be there as partners, every step of the way, to support you during the term of your sponsorship

All sponsors will receive the following:

- Opportunity to use “ASID Colorado 2025 Annual Sponsor” logo on your marketing materials
- Sponsorship logo designation on the ASID Colorado website for one year
- Acknowledgement on sponsor signage at our events, on home page of website, included in every email broadcasted to members (minimum of 60 times)

ASID'S CORE VALUES =

INCLUSIVE

INNOVATIVE

VISIONARY

SPONSOR LEVEL DISTINCTIONS

ANNUAL SPONSORS – Year-round Recognition and Benefits

- **Patron** This exclusive sponsorship demonstrates the highest level of commitment to ASID. Our annual patron sponsor is in a class by themselves. This level allows our patron to host three chapter events*, receive 10 tickets to the Crystal Awards and so much more! *One event must be a celebration event, Design CEU & Best Practice event, or hosted event. When you call, ASID Colorado will be there for you. **\$10,000 (one available)**
- **Advocate** Advocate sponsors make an enormous contribution to the Colorado Chapter. With two hosted events** per year, promotion around those events and additional advertising built into this package, this is a wise investment for those needing to remain in front of our very specialized audience. **\$7,500 (three available)**
- **Partner** This level affords one event per year, while mirroring many of the benefits of the advocate level – including Crystal Awards tickets and advertising and logo options at the event, as well other event tickets. **\$4,000**
- **Promoter (Event Host)** This level allows you to engage ASID Colorado Chapter members and friends with one event annually **\$2,000**
- **Supporter** Intended only for commercial and residential interior design firms. In addition to the recognition for your organization, all firm supporters receive one free entry to the Crystal awards competition and 40% off a Ten Top table at the annual Crystal Awards Gala. **\$1000**
- **Friend to the Interior Design Community** Who doesn't need all the friends they can get? ASID welcomes support at all levels. Friends of ASID receive year long recognition for a very modest contribution. **\$750**

CRYSTAL AWARDS and VIRTUAL EVENT Specific SPONSORS

- **Crystal Awards** Many options to align and be seen at Interior Design premier event of the year. Crystal Awards sponsors are not subject to annual recognition benefits.
- **Virtual Presentation/CEU Sponsor** If you have the ability to award CEUs and relevant subject matter/speaker, let ASID Colorado bring this to our virtual market. We will host, do all marketing and registration functions, collect the required CEU information for you, facilitate the live delivery of the session, give you the post-session recording and share with members. **\$1,500**

CUSTOMIZATION AND ADD-ONS

- **Customized Package** Interested in creating a customized sponsorship option that combines package elements most important to you, within your organizational budget? We would be happy to discuss the possibilities and make recommendations.
- **ADD-ONS – One-off Options** from our weekly eNews and Awards program advertisements to swag bag item inclusion and event promotion/Chapter event support opportunities, ASID Colorado offers all levels of exposure to our targeted audience.

NEW OPPORTUNITY!

Recognize those designers who make you look good, where it matters most

We're excited to celebrate Interior Designers of all project types through our NEW weekly eNews Designer Spotlights, showcasing the incredible talent within our chapter. Each week, we'll highlight a different designer, exploring how their unique specialty contributes to the success and diversity of our industry. By being inclusive and embracing every industry sector, we aim to recognize the extraordinary contributions that make our design community thrive.

Our Chapter President, Michelle Horn, has hand **selected 50 Interior Designers in celebration of ASID's 50th Anniversary**. As a way to celebrate ALL ASPECTS of Interior Design and ALL INDUSTRY SECTORS, each Interior Designer has been selected for their specialty. Industry Sectors include science + technology, performing arts, boutique restaurants, resorts, multi-family, single family, and kitchen + bath to name a few. By sponsoring a Designer Spotlight, you have the opportunity to be included in the infographic with a section featuring yourself, your company, and images of your products. **For the list of Designer Spotlights**, please contact adminstrator@co.asid.org.

This "Spotlight" will appear in our weekly e-News (reaching 2600 local industry stakeholders), post to our website's soon-to-come "ASID Colorado Human Library of Designers" and send you and the featured designer the spotlight/infographic for your use. Your logo will be featured with the profile, along with a testimonial by featured member.

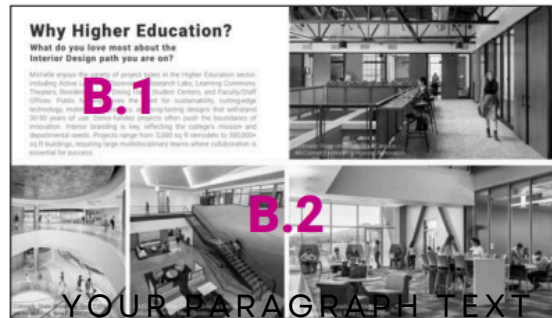


\$500 per Designer Spotlight

Scheduling subject to receipt of featured designers information.

Designer MUST be a member in good standing of ASID Colorado/New Mexico Chapter

Designer Spotlight Submission Checklist



- A.1** Picture of yourself
- A.2** Quote, how ASID has supported you
- A.3** Personal stats
- A.4** Personal statement
- A.5** Company logo

- B.1** Project type statement. Why?
- B.2** (4) Project images. Save image as it should read on the spotlight

- C.1** Identify 3 topics impacting your specialty
- C.2** (3) Project images. Save image as it should read on the spotlight



SPONSOR HIGHLIGHT FEATURE:

- Picture of yourself
- Quote about featured designer
- Personal stats
- Statement (self & company)
- Company Logo
- 2 Images

MEMORANDUM OF UNDERSTANDING

Sponsor Year 2024/2025

Below is an outline of the rights and responsibilities for a Sponsor of the ASID Colorado Chapter

Please review and sign.

This is an understanding between the Colorado Chapter of ASID (the "Chapter") and Sponsor (the "Sponsor").

The Chapter and Sponsor are this day entering this understanding and, for their mutual convenience.

- Chapter will provide a volunteer event lead/liaison to assist in event coordination and set-up between ASID Colorado Chapter and Sponsor.
- Chapter will market the event to membership and contacts by email and via social media outlets.
- Chapter will set up an online registration system, collect registrations and payments. All events will satisfy the standard registration event costs and all attendee registrations must go thru the Chapter registration system.
- Chapter will notify Sponsor of final count of attendees 72 hours before the event.
- Chapter will provide onsite check in and registration.
- Sponsor must be a member in good standing throughout the sponsorship year. Industry Partner membership is an additional cost paid directly to ASID National, separate from ASID CO sponsorship.
- Sponsor will provide food, beverage, and any additional costs regarding but not limited to event supplies, speakers, rentals, etc. for their scheduled event.
- Sponsor may collect business cards at the event; however, attendee and contact information will not be provided by Chapter.
- Sponsor shall indemnify and hold Chapter, its officers, directors, agents and assigns, harmless from and against any and all liability, claims, costs, losses and damages, including reasonable attorneys' fees, caused by the negligent act or omission of Vendor, it's officers, directors, employees, contractors or agents in connection with the Chapter Event Host's Event, including without limitation the death or injury to any person or loss or damage to any property of any persons resulting from the service of alcohol or use of the facility/services.
- In the event alcoholic beverages are served by Sponsor as a part of Sponsor's contract, the Sponsor will provide a minimum of \$1,000,000 liability coverage and shall provide evidence of such insurance to Chapter upon request. Or the Catering Company contracted by the Sponsor to dispense food and beverage, alcoholic and, non-alcoholic. Catering Company is required to provide evidence of liability insurance.
- If either party brings an action to enforce the terms of this Contract or declare rights there under, the prevailing party in any such action, on trial or appeal, shall be entitled to reasonable attorneys' fees to be paid by the losing party.
- In Sponsor's performance under this Contract, Sponsor acts and will act as an independent contractor, and not as an agent or employee of Chapter.
- This Contract shall be construed, interpreted, and applied in accordance with, and shall be governed by, the laws applicable in the state of Colorado, without regard to such state's conflict of laws principles. All parties to this Contract agree to submit to the arbitration under the jurisdiction of the City and County of Denver, Colorado to resolve any dispute arising from, though or in any manner related to this contract.
- Entire Agreement. This Contract constitutes the entire agreement between the parties and may not be waived or modified except by written agreement between the parties.
- Sponsor agrees that this Contract is solely between Sponsor and the Colorado Chapter of the ASID and in no event shall the American Society of Interior Designers, Inc. be liable for any actions of the Colorado Chapter of the ASID or the Sponsor's.
- If acts of God or government authorities, natural disasters, severe weather, or other emergencies make it illegal or impossible for the parties to perform their obligations under the Contract, the Contract will be terminated and both parties will make best efforts to reschedule.
- Chapter may cancel this Contract at any time upon written or electronic notice to Sponsor. The failure of Sponsor to perform any service under this Contract or a failure to perform any provision under this Contract will be considered a Breach of Contract and Chapter shall be able to terminate this Contract and seek any damages.

IN WITNESS WHEREOF, the parties have caused this Memo of Understanding to be duly executed, intending thereby to be legally bound.

Sponsor Signature: _____ Date: _____

Print Name: _____ Company Name: _____

Countersigned/ ASID Colorado Chapter President: _____ Date: _____