

IIDA

INTERMOUNTAIN
chapter



2024

ANNUAL SPONSORSHIP PACKAGE

Thank You!

SPECIAL THANKS TO OUR 2023 ANNUAL SPONSORS. WE HOPE YOU JOIN US AGAIN IN 2024.

PLATINUM SPONSOR



GOLD SPONSORS



SILVER SPONSORS

FFKR Architects Mannington MHTN Spectra Contract Flooring VCBO

BRONZE SPONSORS

Armstrong Ceilings DesignTex Downs & Associates Henrikson Butler
Interface J&J Flooring KI Krug MillerKnoll USG Ceilings



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OUR MISSION

To bring together and support a community of knowledgeable, creative industry professionals with focus on uplifting and advancing awareness of the Interior Design profession's value, and nationwide advocacy efforts.

To be a community resource that empowers our members to pursue their passion for mentoring, inclusion, and education. To encourage the advancement of the creation of sustainable, healthy and high-functioning spaces in the Interior Design industry.

OUR COMMITMENT

IIDA, and all of its affiliated Chapters and subsidiary components, is committed to the sustained, intentional, and organized dismantling of racism in all of its forms and instances.

OUR VISION

Current Board of Directors



Madeleine Helgren
PRESIDENT



Rachael Bangerter
PRESIDENT ELECT



Lauren Fessler
PAST PRESIDENT



Karen Cahoon
VP OF ADVOCACY



Jackie Black
VP OF STUDENT AFFAIRS



Jenele Vander Veur
VP OF MEMBER EVENTS



Kate Desmond
DIRECTOR OF MEMBER EVENTS



Tara Wagstaff
VP OF COMMUNICATIONS



Eden Stringham
DIRECTOR OF SOCIAL MEDIA



Sarah Payne
DIRECTOR OF WEBSITE



Kevin Chesworth
VP OF MEMBERSHIP



Angelica Dennis
DIRECTOR OF MEMBERSHIP



Summer Hansen
VP OF PROFESSIONAL DEVELOPMENT



Heidi Steele
VP OF SPONSORSHIP



DIRECTOR OF SPONSORSHIP

FROM OUR *President*



Dear Patrons of the IIDA Intermountain Chapter,

As President of IIDA Intermountain, I want to extend a sincere thank you to all of our annual sponsors, those who are in their first year of sponsorship and those who choose to support us year after year. As our design community finds its way back after the pandemic, we strive to embody the IIDA headquarters initiative: We Make Space. We Make Space for the next generation of designers to find their place, We Make Space for underrepresented design professionals to find their voice, and We Make Space for Interior Design to be a legally recognized profession. None of these initiatives are possible without the generous support of our Annual Sponsors. Thank you!

Under the expert guidance of Past President Lauren Fessler and VP of Sponsorship Heidi Steele, we spent the 2023 year listening to your feedback on our annual sponsorship package and making the adjustments that were the most beneficial to you. We hope you can see these changes reflected in the pages of this 2024 sponsorship package and welcome your feedback on how we can further improve your benefits! Your generous contributions allow the IIDA Intermountain Board of Directors to focus on:

- Increasing student involvement through local mentorship programs to better prepare our next generation of designers as they step into the industry.
- Diversity, Equity, and Inclusion (DEI) efforts that will strengthen our industry's design thinking.
- Growing our design community and strengthening ties between all of our members by providing programs that focus on personal health and mental wellness, in addition to professional advancement.

On behalf of myself and our 100% volunteer-based Board of Directors, I thank you for your returned sponsorship, your new sponsorship, and all involvement you choose to have in the IIDA Intermountain Chapter. We love hearing your feedback on our programs and encourage you to reach out at any time!

Warmest Wishes,

A handwritten signature in black ink that reads "Madeleine Helgren".

Madeleine Helgren, NCIDQ, SCCID, IIDA
President, IIDA Intermountain

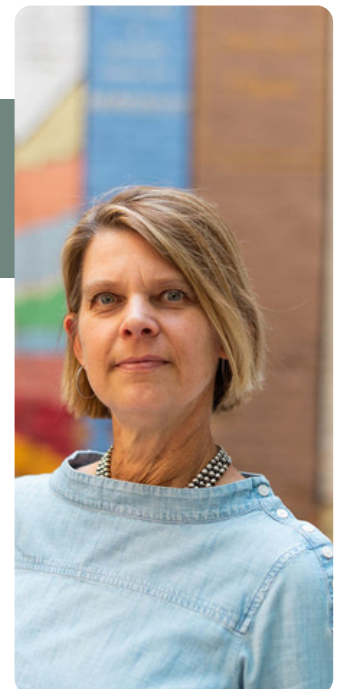
Heidi Steele: VP of Sponsorship

On the next page, you will hear authentic, personal success stories directly from our members. Without the IIDA Intermountain chapter, they would not have happened. The financial support of our annual sponsors is the bedrock foundation on which our chapter is built, making all our good, community-enriching works possible.

With utmost gratitude from the collective hearts of our chapter's Board, Directors and individual members, thank you.

A handwritten signature in black ink that reads "Heidi Steele".

Heidi Steele, IIDA Industry Member, Surface Resources LLC Founder





Kelcie Welch, NCIDQ, SCCID, IIDA

The Intermountain IIDA Chapter provided me with much-needed guidance when I found myself abruptly transitioning out of my five-year interior design role at IKEA, a company that had been like home to me. After having to make the difficult decision to leave for personal reasons, I was uncertain about where to turn next. Upon beginning a new role in an unfamiliar industry as a designer at a commercial furniture dealer, I was introduced to the IIDA chapter by a furniture rep who connected me with the existing chapter leadership. I made the decision to join IIDA and attend chapter events, which allowed me to connect with other designers and industry partners. Immediately, I felt a strong sense of belonging. The support from fellow members and getting involved in chapter leadership has increased my confidence as an interior designer in the Salt Lake design community. IIDA membership has allowed me to build a network of not only industry colleagues but true friendship. They encouraged me to complete my design degree, offered to serve as a resource of knowledge, and supported both my personal and professional development - being the biggest cheerleaders along the way! I take these experiences and share them with my students as an instructor at Weber State University, so that they may not only discover the value of IIDA but the value they can bring to the design community through IIDA. Through the relationships I have built and experiences I have had, I can say that I have found a home in the Salt Lake design community through IIDA.



Eden Stringham

IIDA membership has been particularly valuable to me in numerous ways. However, I assure you the mentoring opportunities have been the most rewarding. After graduating from design school several years ago I was the sole interior designer at an Architectural firm in Utah County. The IIDA Intermountain chapter connected this emerging, associate member with other more experienced associate and professional designers. It enabled me to develop a valuable, professional network beyond the limited scope of my employer's resources. They opened up industry relationships for me with sales reps, building product manufacturers and contractors I never would have known, but still rely on today. When I opened the doors for my design firm, less than 2 years ago, those relationships sustained me and brought clients to my door. Without the IIDA Intermountain chapter's mentoring program and durable, industry network, I would not be the accomplished, well-rounded design professional I am today.



Jeri Eastman, IIDA, ASID

The student expos provided by our local IIDA chapter are an excellent opportunity for me as a design educator and advisor of our student Salt Lake Community College IIDA chapter to become involved, provide networking with other schools and the design community. This one that I have included the image of was particularly successful, both in attendance, and the opportunities and information provided at the event. Most of the students here went on to become friends even after leaving SLCC.



Event Calendar

JAN

NCIDQ Kick Off
Winter Gala

FEB

Gather & Grow
Advocacy Town Hall

MAR

CEU

APR

Gather & Grow
Member Meeting

MAY

CEU
BEST Awards

JUN

NCIDQ Kick Off
Fun in the Sun
DEI in Design

JUL

CEU

AUG

Gather & Grow

SEP

SaltCityCon
CEU
Zero Landfill

OCT

Design Remix

NOV

Gather & Grow

DEC



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Signature Events

Winter Gala

A formal social gathering to celebrate the past year and to welcome the new year to come. It focuses on showing appreciation for our annual sponsors and members alike.

New! TopGolf Tournament

An old event redesigned! A unique golf tournament experience to help raise funds and awareness for our advocacy efforts.

BEST Awards

Design Firms from across the state submit their best work for a chance to win in this red carpet event.

DEI in Design

This event aims to broaden the conversation around equality & inclusion as it relates to the design world.

Fun in the Sun Summer BBQ

This outdoor event gives us a chance to celebrate our members, and to allow those interested in becoming IIDA members a chance to learn more about what our chapter has to offer.

SaltCityCon

Vendors showcase new products in one location at this day-long show. Professionals, students and the public are invited to see what's new and meet their local reps.

Design Remix

An Exhibition / Fashion Show that showcases the unique talents of our design community. Vendor-Designer teams will be challenged to create real life objects out of challenging materials.

Meet the Board

Casual business meetings with varying members of the chapter's Board of Directors, designed to initiate and develop stronger B2B networking.

Industry Networking Series

A unique series hosted by our annual sponsors and aided by the IMC Annual Sponsorship Committee. This series will bring a much broader range of education, engagement, mentoring and relationship opportunities as determined by the sponsor hosting the series.



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Member Events

NCIDQ Kick Off

This event allows those who have recently taken the NCIDQ test to discuss the test and the study process with those looking to take the exam in the near future. It also connects those individuals taking the test to create study groups.

Gather & Grow

A series of events that provides unique member opportunities featuring panels and workshops on topics outside of interior design but important to professional development

Advocacy Town Hall

Educating the design community to know what is happening with the local legislation that directly affects our industry as well as providing updates with legislation in other states.

Continuing Education

We strive to aid designers in continuing their education in the field by offering multiple continuing education units throughout the year.

New! Zero Landfill Day of Service

Unwanted materials can have a new life as free-source materials for educators and non-profit associations, or be transformed into works of art by artists and crafters.

New! Student Mentorship

A local mentorship program to aid the future of the industry by offering an opportunity for students to connect with professionals one-on-one.



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Sponsor Events

Meet the Board

Casual business meetings with varying members of the chapter's Board of Directors, designed to initiate and develop stronger B2B networking.

Industry Networking Series

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Sponsorship Packages

Platinum

\$7,750

1 available

Marketing

Chapter Website Home Page:

- Company logo featured

Chapter Website Partner Page:

- Company logo featured with live link to company URL

Chapter Communications:

- Premier marketing opportunity of 1 sponsor provided email distributed to members 1 per quarter, 4 total
- Company Logo on header of IMC BOD quarterly newsletter
- Company logo in the footer of all chapter emails

Chapter Sponsorship Banner:

- Company logo displayed at all IIDA IMC Events

Sponsor Email & Marketing**Communications:**

- IIDA Industry Partner logo provided for use on sponsor's company correspondence and marketing collateral

Chapter New Member Promotion:

- Company logo featured in new member welcome letter
- Promotional asset to be included in new member welcome bag*

Chapter Social Media:

- 2 each IG stories posted annually - up to 10 images included**
- 3 each social media posts to Li/IG/ FB - up to 10 images included**

Social Media Followers:

- Chapter members shall receive list of Annual sponsors and strong encouragement to connect, follow & engage via comments / re-sharing posts on social media platforms used by sponsor

Signature Events

Top Golf Tournament:

- Bay Sponsor in premier location with a team of up to 6 players
- Verbal recognition @ event
- Company logo on all printed event assets

Best Awards:

- 10 total VIP event tickets w/ reserved, premier seating
- Verbal recognition @ event
- Company logo on all printed event assets
- Presents Best of the Best Award

DEI in Design:

- 10 event tickets
- Verbal recognition @ event
- Company logo on all printed, event assets

Fun in the Sun:

- Activity sponsor
- 10 raffle tickets

SaltCityCon:

- Exhibitor Booth @ premier, front & center location
- 10 event tickets

Design Remix:

- 10 event tickets
- Verbal recognition at event
- Company logo on printed event signage & communication

Exclusive Events

Meet the Board:

- One lunch date w/ each IIDA Professional or Associate Board Member

Industry Networking Series:

- 5 each, Materials & Methods or Industry learning opportunities

IMC Exclusive

Serve on an event committee:

- Unlimited opportunities to have Sponsor Company Members serve on any IIDA IMC Event Committee

Gold

\$4,250

7 available

Marketing

Chapter Website Home Page:

- Company logo featured

Chapter Website Partner Page:

- Company logo featured with live link to company URL

Chapter Communications:

- Premier marketing opportunity of 1 sponsor provided email distributed to members
- Company Logo on header of one IMC BOD newsletter
- Company logo in the footer of all chapter emails

Chapter Sponsorship Banner:

- Company logo displayed at all IIDA IMC Events

Sponsor Email & Marketing**Communications:**

- IIDA Industry Partner logo provided for use on sponsor's company correspondence and marketing collateral

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Chapter Social Media:

- 1 each IG stories posted annually - up to 10 images included**
- 2 each social media posts to Li/IG/ FB - up to 10 images included**

Social Media Followers:

- Chapter members shall receive list of Annual sponsors and strong encouragement to connect, follow & engage via comments / re-sharing posts on social media platforms used by sponsor

Signature Events

Top Golf Tournament:

- Bay Sponsor in a preferred location with a team of up to 6 players
- Verbal recognition @ event
- Company logo on all printed event assets

Best Awards:

- 5 total event tickets w/ reserved, priority seating
- Verbal recognition @ event
- Company logo on all printed, event assets

DEI in Design:

- 5 event tickets
- Verbal recognition @ event
- Company logo on all printed, event assets

Fun in the Sun:

- Activity sponsor
- 5 raffle tickets

SaltCityCon:

- Exhibitor Booth @ priority location
- 5 event tickets

Design Remix:

- 5 event tickets
- Verbal recognition at event
- Company logo on printed event signage & communication

Exclusive Events

Meet the Board:

- One lunch date w/ 2 total IIDA Professional or Associate Board Member

Industry Networking Series:

- 1 each, Materials & Methods or Industry learning opportunities

IMC Exclusive

Serve on an event committee:

- Unlimited opportunities to have Sponsor Company Members serve on any IIDA IMC Event Committee

Note: Chapter Sponsorships are for individual vendors only

*Vendor to provide promotional items for New Member Packages.

**Vendor to provide content.



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Sponsorship Packages

Silver

\$2,750

10 available

Marketing

Chapter Website Home Page:

- Company name featured

Chapter Website Partner Page:

- Company name featured with live link to company URL

Chapter Communications:

- Company name in the footer of all chapter emails

Chapter Sponsorship Banner:

- Company name displayed at all IIDA IMC Events

Sponsor Email & Marketing Communications:

- IIDA Industry Partner logo provided for use on sponsor's company correspondence and marketing collateral

Chapter New Member Promotion:

- Company name featured in New Member Welcome Letter

Chapter Social Media:

- 1 each IG story posted annually - up to 10 images included**

Social Media Followers:

- Chapter members shall receive list of Annual sponsors and strong encouragement to connect, follow & engage via comments / re-sharing posts on social media platforms used by sponsor

Signature Events

Best Awards:

- 2 total event tickets w/ reserved seating
- Verbal recognition @ event
- Company name on all printed, event assets

DEI in Design:

- 2 event tickets
- Verbal recognition @ event
- Company name on all printed, event assets

Fun in the Sun:

- Activity sponsor
- 2 raffle tickets

SaltCityCon:

- Exhibitor Booth at priority location
- 2 event tickets

Design Remix:

- 2 event tickets
- Verbal recognition at event
- Company name on printed event signage & communication

IMC Exclusive

Serve on an event committee:

- Unlimited opportunities to have Sponsor Company Members serve on any IIDA IMC Event Committee

Bronze

\$1,000

unlimited available

Marketing

Chapter Website Home Page:

- Company name featured

Chapter Website Partner Page:

- Company name featured with live link to company URL

Chapter Communications:

- Company name in the footer of all chapter emails

Chapter Sponsorship Banner:

- Company name displayed at all IIDA IMC Events

Sponsor Email & Marketing Communications:

- IIDA Industry Partner logo provided for use on sponsor's company correspondence and marketing collateral

Chapter New Member Promotion:

- Company name featured in New Member Welcome Letter

Social Media Followers:

- Chapter members shall receive list of Annual sponsors and strong encouragement to connect, follow & engage via comments / re-sharing posts on social media platforms used by sponsor

Signature Events

Best Awards:

- 1 total event tickets w/ reserved seating
- Verbal recognition @ event
- Company name on all printed, event assets

DEI in Design:

- 1 event tickets
- Verbal recognition @ event
- Company name on all printed, event assets

Fun in the Sun:

- Activity sponsor
- 1 raffle tickets

SaltCityCon:

- Exhibitor Booth at priority location
- 1 event tickets

Design Remix:

- 1 event tickets
- Verbal recognition at event
- Company name on printed event signage & communication

IMC Exclusive

Serve on an event committee:

- Unlimited opportunities to have Sponsor Company Members serve on any IIDA IMC Event Committee

Note: Chapter Sponsorships are for individual vendors only
*Vendor to provide promotional items for New Member Packages.
**Vendor to provide content.



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Pledge Form

Main Contact Information

Name:

Address:

Email:

Phone:

Sponsor Company Information

Name:

Website:

Instagram Handle:

A link to upload your logo files will be provided upon the receipt of this form

Pledge Amount

Platinum:
\$7,750

Silver
\$2,750

Gold:
\$4,250

Bronze:
\$1,000

Please email your pledge form to: sponsorship@iida-intermountain.org No later than December 1, 2023

Upon receipt of the pledge form, a confirmation will be emailed. Invoices will be sent out the week of December 11, 2023. **The payment deadline is December 29th, 2023.** Sponsorship benefits do not commence until payment is received in full.



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