A MESSAGE FROM THE PRESIDENT

Design is a universal language. It is optimistic, intellectual, personal, and emotional. It strives to lead with dignity and create equity for all. At IIDA, being included holds great meaning; it is the power of our community and the strength of our members, both individually and collectively. The interior design industry in Alabama actively strives to create a more inclusive, innovative, and impactful design community, and we cannot do it alone.

We are incredibly thankful for our gracious 2023 annual sponsors and their tremendous support this year. Our chapter would not function without annual sponsorship and the support of those in every facet of the profession. This industry is a force of change by creating a more equitable and compassionate world. Through expanding what it means to be included and enriching the membership experience, we will affect real change and encourage growth in Alabama. Together, we have this vital responsibility as a design community, and we ask you to join us on this journey.

We greatly appreciate both our returning sponsors and those initially considering sponsorship. As a potential sponsor, you are a valued part of this chapter and all we achieve together. With your support, we expect to continue engaging our design community through events such as Advocacy Week, Student Day, the Healthcare Symposium, a sponsor appreciation event, membership activities, and the annual Holiday Party. We also continue to provide educational opportunities for our members through monthly CEUs, Forums, and an annual NCIDQ Prep Class. Further, your generosity helps all board members travel to IIDA HQ conferences with other chapter leaders from across the country for innovation and collaboration in improving our processes. IIDA Alabama advocates for advancements in education, legislation, leadership, and design excellence to increase the value and understanding of Interior Design as a profession.

We invite you to join us in advancing our profession, building deeper relationships, and providing imperative resources to our people in 2024. The strength of the Alabama interior design community comes from the support of everyone involved - members, dealers, manufacturers, and students - and we need your participation to accomplish our shared goals. None of these opportunities would be possible without the support that you provide to our chapter. This year we continue to offer multiple levels of sponsorship, payment options, and reduced early-bird rates in hopes you find a level that aligns with your goals.

Cheers to 2024!
Sammi Woronoff, RID
President, IIDA Alabama Chapter
2023 THANK YOU

We’d like to give a huge thank you to all of our 2023 chapter sponsors for their support this year. Your generosity has provided our chapter with the financial support to continue offering events and create new engagement opportunities for our design community. We sincerely appreciate your involvement and dedication to our chapter!

Yellowhammer Level Sponsors
- AMA Lighting
- Bentley Mills
- Carpet Specialties
- Empire Office
- Gallery Services

Cheaha Level Sponsors
- BPI Crossville Studios
- Envirotex Associates, Inc.
- Gresham Smith
- Harrison Workplace Furnishings
- Haworth
- Innerspace Lighting & Electric Supply Co.

Monarch Level Sponsors
- Burgess Commercial Interiors
- CFC Group
- Daltile
- Hamilton Contract Group
- Humanscale
- KEB Specification Sales LLC
- Maharam
- Main Solutions
- Maximus Architectural Solutions
- MillerKnoll
- Momentum Textiles & Wallcovering
SPONSORSHIP BENEFITS

Five Levels Of Sponsorship with Industry Recognition

Directly Support Local IIDA Alabama Chapter & Local Interior Design Professionals

Opportunity to Network with Industry Professionals, Partners, Students, and Clients

Free Tickets to eligible IIDA Alabama Events

Support Legislative Efforts for the Interior Design Profession for the State of Alabama

First Chance to Sponsor & Host Educational, Social and Networking Events

Ability to Participate in Philanthropic Events

Help Support, Engage and Educate Industry Professionals and Students

Name and Logo Prominently Displayed Online and at Various In-Person Events

Social Media and Marketing Highlight Opportunities to Present Products and Events for Sponsors

Student and Emerging Professional Programs

Early-Bird Commitment With Payment Discount Available

WHAT IS THE IIDA FOUNDATION?

ABOUT + FAQS

IIDA Alabama Sponsorship

The IIDA Alabama Foundation is a 501(c)3 non-profit philanthropic organization with a mission to drive innovation and advancements in the commercial interior design field. The foundation seeks to make a meaningful impact through supporting grants, education research, and outreach opportunities.

Is the Foundation national or local?

Both. IIDA Headquarters receives sponsorship for their Foundation funds and uses it to financially support design awards and other initiatives at the national and international levels.

Is IIDA Alabama an affiliate of the IIDA Foundation?

No. The funds for our Foundation account will never be used by IIDA Headquarters. IIDA Alabama is establishing a separate Fund Committee, chaired by the immediate Past President, to oversee the development and disbursement of these funds according to the fund’s mission.

Sponsorship of IIDA Alabama is not tax deductible, and chapter sponsorship can be used in a myriad of ways from website maintenance to advertising to event fees. The Fund adds another donation opportunity for sponsors that is tax deductible applied to a specific cause, and it has its own different type of benefits. However, without annual chapter sponsorship our chapter cannot continue to exist, so we appreciate continued financial support annually.

For what will the Alabama Chapter use the Foundation funds?

The funds you donate directly to the Alabama Chapter’s Foundation fund will be to support activities directly related to the advancement of the professional development of IIDA Alabama Members. The Fund will support members of IIDA Alabama who are pursuing credentials in the design industry by sitting for industry exams such as LEED, WELL, and the NCIDQ. The Fund may also support other activities pertaining to design education and professional development in the interior design profession (such as state licensure) as defined by the Fund Committee.

For the 2024 sponsorship year, we are offering sponsorship benefits for Fund donations. Donations of certain amounts to the Fund will result in certain marketing benefits from IIDA Alabama. Please see the sponsorship matrix for additional information. Our Foundation initiative is new and growing, so look for more benefits in the future.

Can IIDA Headquarters use funds from IIDA Alabama’s Foundation Fund?

No. The funds for our Foundation account will never be used by IIDA Headquarters. IIDA Alabama is establishing a separate Fund Committee, chaired by the immediate Past President, to oversee the development and disbursement of these funds according to the fund’s mission.

Why should I contribute to IIDA Alabama’s Foundation Fund?

Sponsorship of IIDA Alabama is not tax deductible, and chapter sponsorship can be used in a myriad of ways from website maintenance to advertising to event fees. The Fund adds another donation opportunity for sponsors that is tax deductible applied to a specific cause, and it has its own different type of benefits. However, without annual chapter sponsorship our chapter cannot continue to exist, so we appreciate continued financial support annually.

What are the benefits of donating to IIDA’s Foundation Fund?

The IIDA Alabama Chapter will acknowledge contributions to the Fund on a special section of its website. The Foundation’s website will list the Fund and include a link to the contributing organization’s website, if applicable. Remember that this donation is tax deductible!

For the 2024 sponsorship year, we are offering sponsorship benefits for Fund donations. Donations of certain amounts to the Fund will result in certain marketing benefits from IIDA Alabama. Please see the sponsorship matrix for additional information. Our Foundation initiative is new and growing, so look for more benefits in the future.
HERE’S TO ANOTHER YEAR!
WITH YOUR SUPPORT,
OUR WORK IS MADE POSSIBLE.

UPCOMING IIDA ALABAMA EVENTS
2024 CALENDAR

<table>
<thead>
<tr>
<th>JAN</th>
<th>FEB</th>
<th>MARCH</th>
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<tbody>
<tr>
<td>Sponsorship Early Rate Ends</td>
<td>Sponsorship Drive Ends</td>
<td>CEU Advisory Week</td>
</tr>
<tr>
<td>Huntsville Event</td>
<td>College Board</td>
<td>Forum</td>
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<tr>
<td>NDERQ Prep Class</td>
<td>Student Day</td>
<td>Emerging Professionals Event</td>
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<td></td>
<td>Winter CLC @ Chicago</td>
<td>Huntsville Event</td>
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<tr>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
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<tbody>
<tr>
<td>Spring Signature Event</td>
<td>AGC’s Night at the Races</td>
<td>Summer CLC - Chicago</td>
</tr>
<tr>
<td>CEU</td>
<td>CB</td>
<td>Nocon &amp; BDA HQ</td>
</tr>
<tr>
<td>Huntsville Event</td>
<td>Huntsville Event</td>
<td>CEU</td>
</tr>
<tr>
<td>Membership Event</td>
<td>Huntsville Event</td>
<td>Forum</td>
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<tr>
<th>JULY</th>
<th>AUG</th>
<th>SEPT</th>
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<tr>
<td>Board Sponsorship</td>
<td>Healthcare Symposium</td>
<td>CEU</td>
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<tr>
<td>CEU</td>
<td>Huntsville Event</td>
<td>Huntsville Event</td>
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<tr>
<td>Huntsville Event</td>
<td>Emerging Professionals Event</td>
<td>Forum</td>
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<td>Emerging Professionals Event</td>
<td>Huntsville Event</td>
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<tr>
<td>Huntsville Event</td>
<td>Spring Board Retreat</td>
<td>Huntsville Event</td>
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<tr>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
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<tbody>
<tr>
<td>CEU</td>
<td>Full Board Retreat</td>
<td>Board Holiday Dinner</td>
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<tr>
<td>Regional CLC</td>
<td>Emerging Professionals Event</td>
<td>Birmingham Holiday Party</td>
</tr>
<tr>
<td>Huntsville Event</td>
<td>CEU</td>
<td>Huntsville Holiday Event</td>
</tr>
<tr>
<td>NDERQ Q&amp;A Class</td>
<td>Sponsor + Firm Product Drive</td>
<td>Huntsville Event</td>
</tr>
</tbody>
</table>

NOTE: IIDA Alabama reserves the right to change the calendar as needed.

IIDA AL INDUSTRY MEMBERSHIP
- Membership dues are processed at a national level through IIDA Headquarters.
- Must be a manufacturer or dealer of Interior Design products.
- Member of the entire IIDA association and opportunity to be affiliated with an IIDA Chapter.
- Personal membership ID number and opportunity to use membership appellation.
- Involvement opportunities (chapter committee member or event volunteer).
- Discounted tickets to various chapter events.

IIDA AL CHAPTER SPONSORSHIP
- Sponsorship dollars are paid directly at the local level through Alabama Chapter.
- Any company can be a sponsor at the local chapter level.
- Sponsorship dollars directly benefit Alabama Chapter design community and members.
- Sponsorship benefits are set by the local chapter level.
- IIDA Headquarters membership benefits are not applicable (if not also an individual member).
- Chapter sponsors cannot serve on an event committee (if not also an individual member).
- Discounted tickets to various chapter events.
CHECK OUT WHAT’S NEW THIS YEAR
SELECT A TIER THAT WORKS BEST FOR YOU.

VULCAN
$7,000 // EARLY BIRD: $6,500

EXPOSURE BENEFITS
- Largest Logo on Email Footer
- 3 Advertisement Emails
- 2 Sales Rep/Staff Member Highlight in Monthly Newsletter
- Hosting an event? Invite IIDA to join you and receive a $500 contribution towards your event!
- Look for other reduced rates just for sponsors at events throughout the year!

ENGAGEMENT BENEFITS
- VIP Cocktail Hour Before Spring Signature Event
- First Consideration for Venue Host Multiple Events Annually
- 1 Fantastic Forum + 2 CEUs/Year
- Sponsorship Opportunities
- Upgraded Table Size at Annual Student Day Vendor Fair with Priority Signage
- Emerging Professionals Events (Opportunities to host/sponsor events in order of sponsor level)
- Sponsor Appreciation Event
- Industry Philanthropic Event
- Copy of IIDA Alabama Membership Directory (x2 Annually)

EXPENSE BENEFITS
- No additional cost to the sponsor
- Hosting an event? Invite IIDA to pay you and receive a $500 contribution towards your event!
- 5 Free Tickets to Chapter Events *excludes CEUs and Holiday Party
- Look for other reduced rates just for sponsors at events throughout the year!

VULCAN
$7,000 // EARLY BIRD: $6,500

EXPOSURE BENEFITS
- Largest Logo, Website Link & Contact Info on Home Page
- Sponsorship Page PR Shout Out
- Can Post Sponsor Events on Chapter Event Calendar

ENGAGEMENT BENEFITS
- Social Media Takeover: 3 Days
- Social Media Posts
- Individual Sponsor Thank You Post
- Event Page PR Shout Out
- Can Post Sponsor Events on Chapter Event Calendar

EXPENSE BENEFITS
- No additional cost to the sponsor
- Hosting an event? Invite IIDA to pay you and receive a $500 contribution towards your event!
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- Industry Philanthropic Event
- Copy of IIDA Alabama Membership Directory (x2 Annually)

EXPENSE BENEFITS
- No additional cost to the sponsor
- Hosting an event? Invite IIDA to pay you and receive a $500 contribution towards your event!
- 5 Free Tickets to Chapter Events *excludes CEUs and Holiday Party
- Look for other reduced rates just for sponsors at events throughout the year!
**SATURN 5**

**$5,500 // EARLY BIRD: $5,000**

EXPOSURE BENEFITS
- Large Logo on Email Footer
- 2 Advertisement Emails
- Individual Sponsor Thank You Post
- 4 Advertisement Posts
- 1 CEU
- Priority Table Location at Annual Student Vendor Day Fair
- Details on Sponsor Page - Logo and Website Link
- Chapter logo provided for sponsor use.
- Copy of IIDA Alabama Membership Directory (x1 Annually)
- PDF Sponsorship Certificate Upon Request.
- All sponsor logos will be printed on a sponsor banner and displayed at each event.

ENGAGEMENT BENEFITS
- Advocacy Week Sponsor
- Opportunities to host Forums & CEUs in order of sponsor level as available.

OUTREACH
- VIP Cocktail Hour Before Spring Signature Event
- Consideration for Board Retreat Host (2 Opportunities Annually)

EXPERIENCE BENEFITS
- 12 Holiday Party Tickets
- 4 Free Tickets to Chapter Events

*Engagement Benefits May Require Additional Costs to Participate Depending on the Opportunity.
* At no additional cost to the sponsor.

EARLY BIRD: December 4, 2023 - January 5, 2024
REGULAR: January 6, 2024 - February 2, 2024

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**YELLOWHAMMER**

**$3,300 // EARLY BIRD: $3,000**

EXPOSURE BENEFITS
- Large Logo on Email Footer
- 1 Advertisement email
- Social Media Takeover: 1 Day Takeover the IIDA Instagram to show 'A Day in the Life'
- 3 Advertisement Posts
- Advocacy Week Sponsor
- Opportunities to host Forums & CEUs in order of sponsor level as available.

ENGAGEMENT BENEFITS
- Emerging Professionals Events (Opportunities to host/sponsor events in order of sponsor level)
- Sponsor Appreciation Event
- Industry Philanthropic Event
- Copy of IIDA Alabama Membership Directory (x1 Annually)

OUTREACH
- Emerging Professionals Events (Opportunities to host/sponsor events in order of sponsor level)
- Sponsor Appreciation Event
- Industry Philanthropic Event
- Copy of IIDA Alabama Membership Directory (x1 Annually)

EXPERIENCE BENEFITS
- 3 Free Tickets to Chapter Events

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EARLY BIRD: December 4, 2023 - January 5, 2024
REGULAR: January 6, 2024 - February 2, 2024

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*Engagement Benefits May Require Additional Costs to Participate Depending on the Opportunity.
* At no additional cost to the sponsor.

Look for other reduced rates just for sponsors at events throughout the year!
**EXPOSURE BENEFITS**

- **EMAILS**
  - No Email Presence

- **SOCIAL MEDIA**
  - No Advertisement Post

- **WEBSITE**
  - Listed on Sponsor Page
  - Can Post Sponsor Events on Chapter Event Calendar

- **DELIVERABLES**
  - Chapter logo provided for sponsor use.
  - PDF Sponsorship Certificate Upon Request.
  - All sponsor logos will be printed on a sponsor banner and displayed at each event.

**ENGAGEMENT BENEFITS**

*Engagement Benefits May Require Additional Costs to Participate Depending on the Opportunity.

- **EVENTS**
  - Student Campus Center Visit

- **EDUCATION**
  - Opportunities to Host Forums & CEUs in order of sponsor level as available.

- **OUTREACH**
  - Emerging Professionals Events (Opportunities to host/sponsor events in order of sponsor level)
  - Sponsor Appreciation Event
  - Industry Philanthropic Event

**EXPENSE BENEFITS**

- **MONARCH**
  - 2 Free Tickets to Chapter Events
  - Includes CEUs and Holiday Party

- **MONARCH**
  - 1 Free Ticket to Chapter Events
  - Includes CEUs and Holiday Party

- **CHEAHA**
  - 2 Free Tickets to Chapter Events
  - Includes CEUs and Holiday Party

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**EXPOSURE BENEFITS**

- **EMAILS**
  - No Email Presence

- **SOCIAL MEDIA**
  - No Advertisement Post

- **WEBSITE**
  - Listed on Sponsor Page
  - Can Post Sponsor Events on Chapter Event Calendar

- **DELIVERABLES**
  - Chapter logo provided for sponsor use.
  - PDF Sponsorship Certificate Upon Request.
  - All sponsor logos will be printed on a sponsor banner and displayed at each event.

**ENGAGEMENT BENEFITS**

*Engagement Benefits May Require Additional Costs to Participate Depending on the Opportunity.

- **EVENTS**
  - Student Campus Center Visit

- **EDUCATION**
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- **OUTREACH**
  - Emerging Professionals Events (Opportunities to host/sponsor events in order of sponsor level)
  - Sponsor Appreciation Event
  - Industry Philanthropic Event

**EXPENSE BENEFITS**

- **MONARCH**
  - 1 Free Ticket to Chapter Events
  - Includes CEUs and Holiday Party

- **CHEAHA**
  - 2 Free Tickets to Chapter Events
  - Includes CEUs and Holiday Party

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**Early Bird**

- **MONARCH**
  - December 4, 2023 - January 5, 2024

- **CHEAHA**
  - December 4, 2023 - January 5, 2024

$1,650 // EARLY BIRD: $1,350

$500 // EARLY BIRD: N/A
A LA CARTE

1 Marketing/Advertising Email: $150*
1 Social Media Post on All 3 Accounts: $100*
1 Instagram Story: $200*
Holiday Party Sponsor: $250
Huntsville Event Sponsor: $100
Board Holiday Dinner Sponsor: $500
Foundation Donation: Unlimited

*For 2024, donations to IIDA Alabama’s new Foundation Fund of these amounts will result in these benefits for the donating sponsor.

Want to volunteer or sponsor events throughout the year? Be sure to mark your interest on the sponsorship form!

EXPOSURE BENEFITS

<table>
<thead>
<tr>
<th>VULCAN</th>
<th>SATURN 5</th>
<th>YELLOWHAMMER</th>
<th>CHEAVA</th>
<th>MONARCH</th>
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<tbody>
<tr>
<td>Logo on IIDA Sponsor Banner</td>
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<td>●</td>
<td>●</td>
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<tr>
<td>Logo on Email Footer</td>
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<tr>
<td>Advertisement Emails <em>See tiers for details</em></td>
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<tr>
<td>Logo &amp; Company Details on Website <em>See tiers for details</em></td>
<td>●</td>
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<tr>
<td>Social Media Posts <em>See tiers for details</em></td>
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<td>●</td>
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<tr>
<td>Company Events Featured on IIDA AL Website</td>
<td>●</td>
<td>●</td>
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</table>

ENGAGEMENT BENEFITS

| NCEQ Prep Course Sponsor | ● | X | X | X | X |
| Fantastic Forum Opportunities *See tiers for details* | ● | X | X | X | X |
| CEUs Opportunities *See tiers for details* | ● | ● | X | X | X |
| Emerging Professionals Opportunities *See tiers for details* | ● | ● | ● | ● |
| Sponsor Appreciation Event | ● | ● | ● | ● |
| Industry Philanthropic Event | ● | ● | ● | ● |

EXPENSE BENEFITS

| Contribution Towards a Joint Event with IIDA AL | ● | X | X | X | X |
| Discount on Spring Signature Event Tickets | ● | ● | X | X | X |
| Free Event Tickets *See tiers for details* | ● | ● | ● | ● |
| Advocacy Week Sponsor | X | X | ● | ● | X |

Find what works best for you...