



# 2026 ANNUAL SPONSORSHIP PACKAGE

**IIDA**  
ALABAMA  
chapter



# TABLE of CONTENTS

A MESSAGE FROM THE PRESIDENT

MEET THE BOARD

ABOUT OUR CHAPTER

2026 CALENDAR OF EVENTS

2025 SPONSOR THANK YOU

SPONSORSHIP VS. MEMBERSHIP

IIDA ALABAMA FOUNDATION

SPONSORSHIP TIERS

SPONSORSHIP TIER COMPARISON





# LETTER FROM THE PRESIDENT

## DEAR SPONSORS & FRIENDS,

Design is a universal language - optimistic, intellectual, personal, and emotional. It leads with dignity and strives to create equity for all. At IIDA, inclusion holds deep meaning; it represents the strength of our members and the collective power of our community. Across Alabama, the interior design industry is dedicated to fostering a more inclusive, innovative, and impactful design culture - and we can only achieve this together.

On behalf of IIDA Alabama, I extend our heartfelt gratitude to our 2025 Annual Sponsors for your generosity and continued partnership. Your support plays an essential role in advancing the interior design profession and elevating the value of design in our communities. Because of you, we can provide meaningful resources, host impactful events, and advocate for the importance of interior design throughout Alabama. We are truly thankful for your commitment and proud to have you as part of the IIDA family.

To our returning sponsors - and to those joining us for the first time - thank you for your interest and support. By partnering with IIDA Alabama, you not only help empower design professionals through education and connection, but you also align your brand as a leader within the interior design industry.

Your sponsorship ensures that IIDA Alabama can continue to deliver exceptional programming such as Student Day, Codes Blast, Advocacy Week, the Professional Development Symposium, and more. These events strengthen our community, promote professional growth, and celebrate the power of design.

As an annual sponsor, your contribution drives positive change. We're proud to offer a range of sponsoring opportunities designed to highlight your brand and create meaningful engagement. From exclusive recognition to customized sponsorship packages, our goal is to make this partnership mutually rewarding - offering visibility, networking, and business development opportunities that reflect our shared mission.

Your continued involvement helps us amplify the voice of IIDA Alabama and advance the conversation around design, community, and professionalism. Together we can continue to inspire, connect, and lead the future of design.

Thank you again for your ongoing support. We look forward to another year of collaboration, innovation, and growth.

**JESSICA BABLER**

2025 - 2026 IIDA AL Chapter President

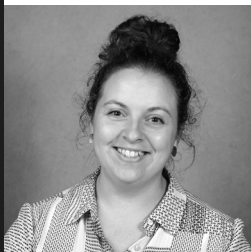


# MEET THE BOARD

*July 2025 - July 2026*

Interested in joining the  
board or a committee?

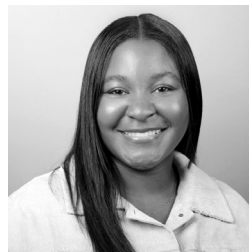
Email us at  
[info@iida-al.org](mailto:info@iida-al.org)



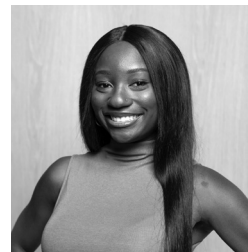
Jessica Babler  
President



Sammi Woronoff  
Past President



Dia Baldwin  
President Elect



Bethany Johnson  
VP of Administration



Andrew Aho  
VP of Advocacy &  
Diversity



Allison Grace Lee  
Director of Advocacy &  
Diversity



Jennifer Mitchell  
VP of Student Affairs



Grayson Dolby  
Director of Student  
Affairs



Chad Moore  
VP of City Centers



Chris Williams  
Director of City Centers  
| Central



Lauren Frey  
Director of City Centers  
| North



Bridgette  
Pilkington  
VP of Membership



Mary Whitney Evins  
VP of Professional  
Development



Kensie Ritchey  
Director of Professional  
Development



Morgan Nelson  
VP of Sponsorship



My Luu  
VP of Communications



Sydney Williams  
Director of  
Communications



Shannon Bayles  
VP of Signature Events



Jennifer Curry  
Director of Signature  
Events



Mark Griffo  
VP of Web Applications



STATS, FAQs, + UPCOMING EVENTS

**WHAT MAKES  
OUR CHAPTER  
*UNIQUE***



■ AT A GLANCE

## ABOUT OUR CHAPTER



HUNTSVILLE CITY CENTER  
BIRMINGHAM CITY CENTER

335+  
MEMBERS



20  
BOARD  
MEMBERS



3 CAMPUS  
CENTERS

1660+

NEWSLETTER  
SUBSCRIBERS



150+  
COMPANIES  
REPRESENTED



1300+  
FOLLOWERS



750+  
LIKES



# 2026 EVENTS

*Note - IIDA Alabama reserves the right to change the calendar as needed.*

## JANUARY

NCIDQ Prep Course  
City Center Event  
Sponsorship Early  
Rates End

## FEBRUARY

Sponsorship Drive End  
Codes Blast  
Student Day  
Winter CLC - IIDA HQ

## MARCH

CEU  
Advocacy Week

## APRIL

CEU  
City Center Event  
Battle of the Brushes

## MAY

CEU  
City Center Event  
AIDC's Night at the Races  
Spring Board Retreat

## JUNE

CEU  
Summer CLC - IIDA HQ  
NeoCon

## JULY

BOARD TURNOVER  
City Center Event  
CEU  
Professional Development  
Symposium

## AUGUST

CEU  
City Center Event

## SEPTEMBER

CEU  
City Center Event  
Fall Board Retreat  
Sponsor Appreciation Event

## OCTOBER

CEU  
City Center Event  
NCIDQ Q&A Event

## NOVEMBER

CEU  
City Center Event  
Sponsor & Firm Product  
Drive

## DECEMBER

Board Holiday Dinner  
IIDA AL Holiday Party



HERE'S TO ANOTHER YEAR!

**WITH YOUR SUPPORT,  
OUR WORK IS MADE  
*POSSIBLE.***



## A SPECIAL THANK YOU TO OUR 2025 SPONSORS

A heartfelt thank-you to all of our 2025 chapter sponsors! Your generosity helps us continue to host meaningful events and introduce new ways for our design community to connect and grow. We deeply appreciate your continued support and dedication to our chapter.

### VULCAN LEVEL SPONSORS



AI CORPORATE INTERIORS



### SATURN V LEVEL SPONSORS

Interface



Interior Elements



### YELLOWHAMMER LEVEL SPONSORS

Carpet Specialties  
Gallery Services  
Inline Electric  
Innerspace  
Mohawk Group

Shaw Contract  
Patcraft  
Sesco Lighting  
ORI

### CHEAHA LEVEL SPONSORS

Acton Flooring  
BPI  
Bentley  
Covington Flooring  
Erwin & Associates  
Gresham Smith  
Harrison Workplace Furnishings

Haworth  
KI  
Kimball International  
Mannington  
Sherwin Williams  
Smith System

### MONARCH LEVEL SPONSORS

All South Flooring  
Birchfield Penuel Architects  
Brooks & Collier  
CFC Group  
EF Contract  
Hamilton Contract Group  
HJ Oldenkamp  
KEB Spec Sales  
Koroseal  
Maharam  
Main Solutions  
Matter Surfaces  
Maximus  
MillerKnoll  
Milliken

Momentum  
Moore Solutions  
National Wallcovering  
OED Reps  
RS Reps  
Steelcase  
TAG Reps  
Teknion  
Turnerboone  
Will & Pierce  
Wurthwood Group

# ■ WHAT IS THE DIFFERENCE BETWEEN **MEMBERSHIP & SPONSORSHIP**

## *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(s).
- » 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 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.

## *SPONSORSHIP BENEFITS*

- Five Levels of Sponsorship with Industry Recognition
- Directly Support Local IIDA AL Chapter & Local Interior Design Professionals
- Opportunity to Network with Industry Professionals, Partners, and Clients
- Complimentary Tickets to eligible IIDA AL Events
- Support Legislative Efforts for the Interior Design Profession for the State of Alabama
- First Chance to Sponsor & Host Educational 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 Events
- Social Media and Marketing Highlights to Present Products and Events for Sponsors
- Student and Emerging Professional Programs
- Early-Bird Commitment With Payment Discount Available

## ■ WHAT IS THE IIDA FOUNDATION?

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.

## ■ FAQs

### *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.

The IIDA Alabama Chapter is opening their own Foundation fund, called the Professional Development Fund of the Alabama Chapter of the International Interior Design Association (IIDA), to be funded by the Chapter and local sponsors and directly benefit designers in our state.

### *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.

### *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 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 web site will list the Fund and include a link to the contributing organization's web site, if applicable. Remember that this donation is tax deductible!

For the 2026 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.

**IIDA** | ALABAMA  
chapter

CHECK OUT WHAT'S NEW THIS YEAR

**SELECT A TIER THAT  
WORKS BEST FOR *YOU.***



# VULCAN

\$7,500 // EARLY BIRD: \$7,250

EXPOSURE BENEFITS ★★★★★

ENGAGEMENT BENEFITS ★★★★★

EXPENSE BENEFITS ★★★★★

Early bird rates run from the start of the sponsorship drive through January 9, 2026. Regular rates begin January 10, 2026 until the drive ends on February 6, 2026.

## ✓ EXPOSURE BENEFITS

\* At no additional cost to the sponsor.

- » **(2) Advertisement Emails**
- » **(1) Social Media Takeover Day**
- » **(2) Advertisement Stories**
- » Vulcan Sponsor **Thank You Post**
- » **Largest** Logo on Email Footer
- » **Largest** Logo, Website Link & Contact Info on Home Page
- » Can Post Sponsor Events on Chapter **Event Calendar**
- » Custom **2026 Sponsor** Chapter Logo for sponsor use upon request.
- » PDF **Sponsorship Certificate** Upon Request.
- » All sponsor logos will be on a **sponsor banner** and displayed at events.

## ✓ ENGAGEMENT BENEFITS

\* Event benefits are at no additional cost to the sponsor, but Education and Outreach benefits may require additional costs to participate.

- » **(1) Fantastic Forum**
- » **(1) CEU/Year Guaranteed**
- » **First Consideration** for venue host multiple events annually
- » **Sponsor Appreciation Event**
- » **Upgraded** Table Size at Annual Student Day Vendor Fair with Priority Signage
- » **City Center Events** (Opportunities to host/sponsor events in order of sponsor level)
- » Copy of IIDA Alabama Membership Directory *by request* (x2 Annually)

## ✓ EXPENSE BENEFITS

\* At no additional cost to the sponsor.

- » **(5) Free Tickets** to Chapter Events (*excludes CEUs and Holiday Party*)
- » *Hosting an event?* Invite IIDA to join you and receive **\$500** for one event annually.
- » *Look for other reduced rates just for sponsors at events throughout the year!*

# SATURN V

\$6,000 // EARLY BIRD: \$5,750

EXPOSURE BENEFITS ★★★★★☆

ENGAGEMENT BENEFITS ★★★★★☆

EXPENSE BENEFITS ★★★★★☆

Early bird rates run from the start of the sponsorship drive through January 9, 2026. Regular rates begin January 10, 2026 until the drive ends on February 6, 2026.

## ✓ EXPOSURE BENEFITS

\* At no additional cost to the sponsor.

- » **(1) Advertisement Emails**
- » **(1) Advertisement Stories**
- » Saturn V Sponsor **Thank You Post**
- » **Large** Logo on Email Footer
- » **Large** Logo, Website Link & Contact Info on Home Page
- » Can Post Sponsor Events on Chapter **Event Calendar**
- » Chapter logo provided for sponsor use.
- » PDF **Sponsorship Certificate** Upon Request.
- » All sponsor logos will be on a **sponsor banner** and displayed at events.

## ✓ ENGAGEMENT BENEFITS

\* Event benefits are at no additional cost to the sponsor, but Education and Outreach benefits may require additional costs to participate.

- » **(1) CEU or Fantastic Forum**  
(Opportunities to host/sponsor events in order of sponsor level)
- » Consideration for Board Retreat Host (2 Opportunities Annually)
- » Priority Table Location at Annual Student Vendor Day Fair
- » **City Center Events**  
(Opportunities to host/sponsor events in order of sponsor level)
- » Sponsor Appreciation Event
- » Copy of IIDA Alabama Membership Directory *by request* (x1 Annually)

## ✓ EXPENSE BENEFITS

\* At no additional cost to the sponsor.

- » **(4) Free Tickets** to Chapter Events  
(*excludes CEUs and Holiday Party*)
- » *Look for other reduced rates just for sponsors at events throughout the year!*

# YELLOWHAMMER

\$3,500 // EARLY BIRD: \$3,250

EXPOSURE BENEFITS ★★☆☆☆

ENGAGEMENT BENEFITS ★★☆☆☆

EXPENSE BENEFITS ★★☆☆☆

Early bird rates run from the start of the sponsorship drive through January 9, 2026. Regular rates begin January 10, 2026 until the drive ends on February 6, 2026.

## ✓ EXPOSURE BENEFITS

\* At no additional cost to the sponsor.

- » **(1) Advertisement Emails**
- » **(1) Advertisement Stories**
- » Details on Sponsor Page - *Logo and Website Link*
- » Can Post Sponsor Events on Chapter **Event Calendar**
- » Chapter logo provided for sponsor use.
- » PDF **Sponsorship Certificate** by request.
- » All sponsor logos will be on a **sponsor banner** and displayed at events.

## ✓ ENGAGEMENT BENEFITS

\* Event benefits are at no additional cost to the sponsor, but Education and Outreach benefits may require additional costs to participate.

- » **Advocacy Week Sponsor**
- » **Opportunities** to host Forums & CEUs in order of sponsor level as available.
- » **Sponsor Appreciation Event**
- » **City Center Events**  
(Opportunities to host/sponsor events in order of sponsor level)
- » Copy of IIDA Alabama Membership Directory *by request* (x1 Annually)

## ✓ EXPENSE BENEFITS

\* At no additional cost to the sponsor.

- » **(3) Free Tickets** to Chapter Events  
*(excludes CEUs and Holiday Party)*
- » *Look for other reduced rates just for sponsors at events throughout the year!*

# CHEAHA

\$1,750 // EARLY BIRD: \$1,500

EXPOSURE BENEFITS ★★☆☆☆

ENGAGEMENT BENEFITS ★★☆☆☆

EXPENSE BENEFITS ★★☆☆☆

Early bird rates run from the start of the sponsorship drive through January 9, 2026. Regular rates begin January 10, 2026 until the drive ends on February 6, 2026.

## ✓ EXPOSURE BENEFITS

\* At no additional cost to the sponsor.

- » **(1) Advertisement Story**
- » **No** Email Presence
- » Details on Sponsor Page - *Logo Only*
- » Can Post Sponsor Events on Chapter **Event Calendar**
- » Chapter logo provided for sponsor use.
- » PDF **Sponsorship Certificate** by request.
- » All sponsor logos will be on a **sponsor banner** and displayed at events.

## ✓ ENGAGEMENT BENEFITS

\* Event benefits are at no additional cost to the sponsor, but Education and Outreach benefits may require additional costs to participate.

- » Student **Campus Center** Visit
- » Opportunities to Host Forums & CEUs (*in order of sponsor level as available*)
- » **Sponsor Appreciation Event**
- » **City Center Events**  
(*Opportunities to host/sponsor events in order of sponsor level*)

## ✓ EXPENSE BENEFITS

\* At no additional cost to the sponsor.

- » **(2) Free Tickets** to Chapter Events (*excludes CEUs and Holiday Party*)
- » *Look for other reduced rates just for sponsors at events throughout the year!*

# MONARCH

\$600 // EARLY BIRD: N/A

EXPOSURE BENEFITS ★☆☆☆☆

ENGAGEMENT BENEFITS ★☆☆☆☆

EXPENSE BENEFITS ★☆☆☆☆

Early bird rates run from the start of the sponsorship drive through January 9, 2026. Regular rates begin January 10, 2026 until the drive ends on February 6, 2026.

## ▼ EXPOSURE BENEFITS

\* At no additional cost to the sponsor.

- » **No** Advertisement Story
- » **No** Email Presence
- » Listed on Sponsor Page
- » Can Post Sponsor Events on Chapter **Event Calendar**
- » Chapter logo provided for sponsor use.
- » PDF **Sponsorship Certificate** by request.
- » All sponsor logos will be on a **sponsor banner** and displayed at events.

## ▼ ENGAGEMENT BENEFITS

\* Event benefits are at no additional cost to the sponsor, but Education and Outreach benefits may require additional costs to participate.

- » **Opportunities** to Host Forums & CEUs (*in order of sponsor level as available*)
- » **Sponsor Appreciation Event**
- » **City Center Events** (*Opportunities to host/sponsor events in order of sponsor level*)

## ▼ EXPENSE BENEFITS

\* At no additional cost to the sponsor.

- » **(1) Free Tickets** to Chapter Events (*excludes CEUs and Holiday Party*)
- » *Look for other reduced rates just for sponsors at events throughout the year!*

*Find what works best for you...*

EXPOSURE BENEFITS	VULCAN	SATURN V	YELLOWHAMMER	CHEAHA	MONARCH
Logo on IIDA Sponsor Banner	●	●	●	●	●
Logo on Email Footer	●	●	X	X	X
Advertisement Emails <i>*See tiers for details*</i>	●	●	●	X	X
Logo & Company Details on Website <i>*See tiers for details*</i>	●	●	●	●	X
Social Media Takeover Day <i>*See tiers for details*</i>	●	X	X	X	X
Social Media Stories <i>*See tiers for details*</i>	●	●	●	●	X
Company Events Featured on IIDA AL Website	●	●	●	●	●
ENGAGEMENT BENEFITS					
Fantastic Forum Opportunities <i>*See tiers for details*</i>	●	●	X	X	X
CEU Opportunities <i>*See tiers for details*</i>	●	●	X	X	X
City Center Opportunities <i>*See tiers for details*</i>	●	●	●	●	●
Sponsor Appreciation Event	●	●	●	●	●
Advocacy Week Sponsor	X	X	●	X	X
EXPENSE BENEFITS					
Contribution Towards a Joint Event with IIDA AL	●	X	X	X	X
Free Event Tickets <i>*See tiers for details*</i>	●	●	●	●	●



**THANK YOU!**

GET IN TOUCH

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