

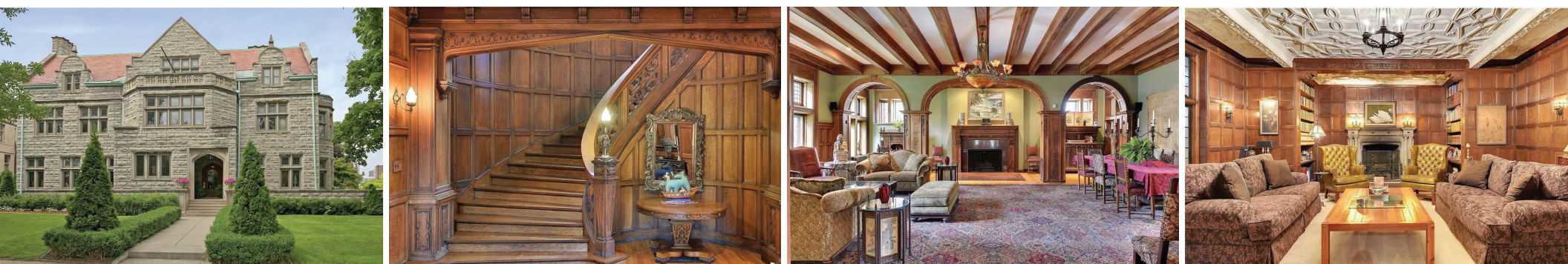


IN-KIND SPONSORSHIP

AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS

MINNESOTA





ABOUT PILLSBURY CASTLE PROJECT

Pillsbury Castle project puts your business at the center of the story. Part industry showcase, part historic preservation, part community building; the Pillsbury Castle Project will be the most visible remodeling and interior design project in the Twin Cities in 2023 and 2024.

This iconic, historic home is truly unlike any other. Constructed in 1903 by Alfred Pillsbury, the only son of Pillsbury co-founder John S. Pillsbury, the Pillsbury Castle holds a special place in the heart of Minneapolis. The warm and appropriately-scaled grand mansion is nestled within the Washburn-Fair Oaks Historic District in the Whittier Neighborhood. Throughout the Castle, evidence of fine craftsmanship and materials indicative of one of Minnesota's most prominent families are abundant. Flame mahogany, quartersawn oak, and burled walnut, with beautiful leaded glass windows, grandiose fireplaces, and a 17th Century library imported from England showcase a gilded age mansion that is as awe-inspiring today as it was yesteryear.

This once-in-a-lifetime sponsorship opportunity is a unique marketing exhibition designed to connect your business with the community through print, live events and digital marketing.

Be part of the transformation as we celebrate the best of remodeling inspiration, interior design, and preservation craft. The highly-anticipated showcase will feature the power of design through space planning for today's lifestyles, adaptive reuse, featured building products, fine furnishings, emerging art, and the latest technology.

The ASID Design House 2024 is an immersion of all things design opening to the public for three weeks in May 2024.



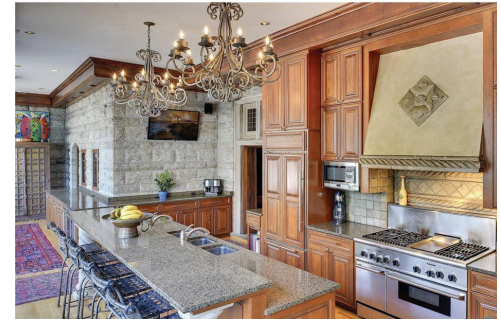
ABOUT ASID DESIGN HOME

Be part of the transformation as we celebrate the best of remodeling inspiration, interior design, and preservation craft with the ASID Design House 2024. Over the past two decades talented ASID MN designers have collaborated to present stunning Design Homes.

These collaborations lead to innovative design solutions and fresh approaches that will inspire future clients, the media, the tour guests, and our industry professionals.

Design Home provides the essential sponsorship revenue for ASID that continues to support ongoing chapter programming, member and sponsor engagement with the professional community, drives new membership recruitment and operations.

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ASID DESIGN HOME 2024 SPONSOR BENEFITS

In-Kind Sponsorship Advertising

Participating Sponsors have the opportunity to take advantage of a range of marketing exposure that includes branded visibility on multiple outlets

Official Feature Publication

Full-page editorial content for ASID In-Kind Sponsors detailing design projects
Branded print advertising available to ASID Members for in-kind contributions

Member PR

Participating ASID Sponsors will be recognized in an extensive PR campaign including, but not limited to, press releases, media appearances, and live events

Digital Content

Comprehensive blogs with SEO optimization detailing ASID Sponsor contributions including the design process and completion of project(s)

Ongoing promotion and coverage of work on social media including video, still images, and other features with ASID Sponsor company social tags in posts and stories



ASID DESIGN HOME 2024

May 2024 | Minneapolis, Minnesota | Pillsbury Castle Project



In-Kind Sponsorship

Showcase House							
Benefits	Pearl (In Kind) \$40,001+	Diamond (In Kind) \$30,001-\$40,000	Emerald (In Kind) \$20,0001-\$30,000	Sapphire (In Kind) \$12,001-\$20,000	Platinum (In Kind) \$8,001-\$12,000	Gold (In Kind) \$4,001-\$8,000	Silver (In Kind) <\$4,000
ONLINE BENEFITS							
Logo and Link on Home Page	✓	✓					
2 Minute Content Video	✓	✓	✓				
Website Profile	✓	✓	✓	✓	✓	✓	✓
Social Media	Guaranteed* 4 Social Posts 4 Social Stories	Guaranteed* 3 Social Posts 3 Social Stories	Guaranteed* 2 Social Posts 2 Social Stories	Guaranteed* 1 Social Post 1 Social Story	Guaranteed* 1 Social Post 1 Social Story	Guaranteed* 1 Social Post 1 Social Story	Guaranteed* 1 Social Post 1 Social Story
Subscriber Newsletter	Strategic partner listing with logo and website link			All newsletters will feature a link to the sponsor page			
Exclusive Blog Article	✓	✓	✓	✓	✓	Featured Vendor Blog	
MARKETING BENEFITS							
Swag for Tour Attendees	✓	✓					
Logo in Print Advertising	✓	✓	✓				
Category Sponsor Designation	✓						
Logo on Exterior Signage	✓	✓					
Audio Tour Sponsor Mention	✓	✓	✓				
Attendee Contact List	✓	✓	✓	✓			
FEATURE PUBLICATION BENEFITS							
Product Listings in Publication	✓	✓	✓	✓	✓	✓	✓
Editorial Feature	✓	✓	✓				
Single Page Ad in Publication	✓	✓	✓	✓			
EVENT/GALA BENEFITS							
Gala Sponsorship	✓						
Private Event	✓						
VIP Media Reception Tickets	5	4	3	3	2	2	1
Gala Tickets	5	4	3	3	2	2	1

ASID DESIGN HOME 2024 SPONSORSHIP OPPORTUNITIES



Great Room

- Architectural and Decorative Lighting
- Replace missing elements of Judges Paneling and book cases that flanked the fireplace
- Replicate the original stained glass windows that surround the fireplace
- Refinishing of woodwork
- Fireplace conversion



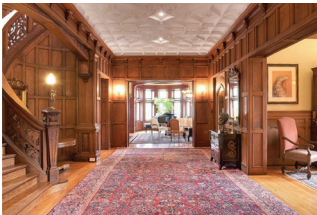
Reception Room (Bar)

- Architectural and Decorative Lighting
- Wet bar with ice maker, refrigerator, freezer, dishwasher
- Liquor storage solutions
- Repair wainscoting



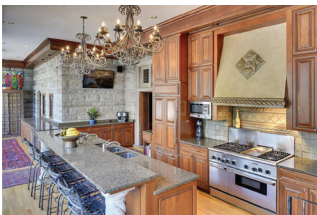
Living Room

- Architectural and Decorative Lighting
- Wall coverings
- Fireplace Conversion
- Repair damaged and missing moldings and refinishing of woodwork
- Create radiator covers



Great Hall

- Architectural and Decorative Lighting
- Wall coverings
- Statement chandelier
- Repair damaged and missing moldings
- Repair or replace wood floor



Kitchen

- Custom Design and Cabinetry
- Appliances
- Architectural and Decorative Lighting
- Floor tile, wall tile, solid surfaces
- Creation of a butlers pantry



Office Suite

Enclosure of multiple access points
Addition of rest room/ 2 offices
Built-ins and crown molding
Architectural and Decorative Lighting
Kitchenette



Library

Built-in bookcases
Coffered ceiling
Architectural and Decorative Lighting
Window treatments
Radiator Covers



Primary Bedroom

Architectural and Decorative Lighting
Built-in cabinets and wainscoting
Radiator covers
Access to future balcony
Window treatments



Laundry Room

Washer and dryer
Built-in cabinets
Wainscoting
Tile Flooring
Solid surfaces



Primary Bath (former primary closet)

Plumbing Fixtures
Tile
Architectural and Decorative Lighting
Wall coverings
Window Treatments



Kids' Bedroom

Fireplace Conversion
Architectural lighting and chandelier
Wall coverings
Window Treatments
Radiator Covers



Primary Closet (former primary bath)

Closet System
Washer/dryer
Architectural and Decorative Lighting
Wall coverings
Mirrors



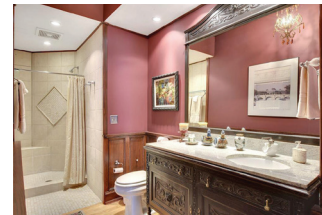
Kid's Bathroom

Plumbing Fixtures
Tile
Architectural and Decorative Lighting
Wall coverings
Window Treatments



Guest Bedroom

Window Treatments
Wall coverings
Ceiling moldings
Architectural and Decorative Lighting
Radiator Covers



Guest Bathroom

Plumbing Fixtures
Tile
Architectural and Decorative Lighting
Chandelier
Wall coverings



Media Room

Built-in bookcases
Wainscoting
Architectural and Decorative Lighting
Window treatments
Home theatre



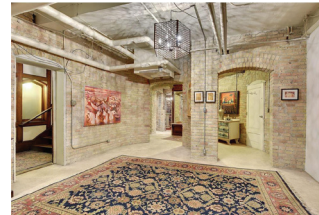
Game Room

Built-in bookcases
Wainscoting
Architectural and Decorative Lighting
Flooring



Guest Room #2

Addition of en suite
Window Treatments
Wall coverings
Architectural and Decorative Lighting
Radiator Covers



Lounge

Flooring
Architectural and Decorative Lighting
Wet bar
Glass partition walls



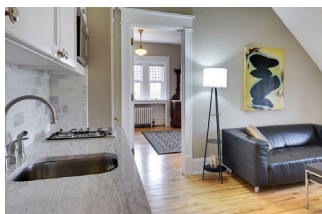
Guest Room #3

Addition of en suite
Window Treatments
Wall coverings
Architectural and Decorative Lighting
Radiator Covers



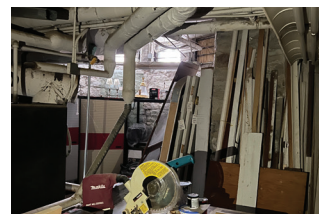
Speakeasy

Architectural and Decorative Lighting
Chandelier
Wall coverings
Built-ins



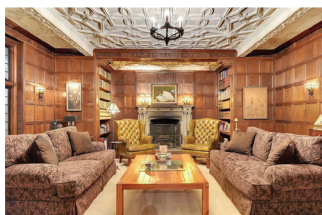
Guest Suite

Plumbing Fixtures
Tile
Architectural and Decorative Lighting
Wall coverings
Window Treatments



Gym

Equipment
Wet bar
Architectural and Decorative Lighting
Wall coverings
Flooring



Billiards Room

Billiard table
Architectural and Decorative Lighting
Floor restoration
Shelf restoration
Rugs



Spa

Plumbing Fixtures
Tile
Architectural and Decorative Lighting
Wall coverings
Sauna/Steam room

ASID DESIGN HOME 2024

May 2024 | Minneapolis, Minnesota | Pillsbury Castle Project



REQUEST FOR IN-KIND SPONSORSHIP

Please complete this form to confirm your sponsorship interest for the 2024 ASID MN Design Home. For more information or questions, contact Shane Spencer, ASID MN Sponsorship Chair at ASIDMNSponsorship@gmail.com

SPONSOR CONTACT INFO

Company Name	Contact Name
Company Website	Contact Title
Address	Contact Email
City, State Zip	Contact Phone

SPONSORED ITEMS

Description of proposed sponsored elements for the 2024 ASID MN Design Home:

INSTALLATION

Does your sponsorship include installation labor? ☐ Yes ☐ No

TOTAL SPONSORSHIP VALUE

CATEGORY LEVEL SPONSORSHIP

My contributions would entitle me to a Category Level Sponsorship. If selected please indicate the product category you would like to be listed as Category Sponsor

- ☐ Appliances ☐ Cabinets ☐ Closet Systems ☐ Fabrics/Wallcoverings ☐ Flooring ☐ Hardware ☐ Home Technology
☐ Home Theatre ☐ Landscaping ☐ Lighting ☐ Plumbing Fixtures ☐ Rugs ☐ Solid Surfaces ☐ Tile ☐ Window Treatments

Upon acceptance and confirmation from ASID MN, I agree to provide the listed sponsored items and will be sent a formal sponsorship contract.

Name

Date