

AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS



2025

ASID

Sponsorship Opportunities

AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS



Minnesota

Who We Are

The American Society of Interior Designers (ASID) advances the interior design profession and communicates the impact of design on the human experience.

ASID MN elevates the interior design community to positively impact all. We highlight the valuable contributions interior designers offer to society.

- Our chapter's focus involves educating and empowering our interior design community to excel in dynamic ways.
- We seek to nurture our community and foster industry relationships that are career-long.
- We guide interior designers in discussions about important topics, such as small-business solutions, growing a firm, technology, marketing & PR, as well as evidence-based and human-centered design, social responsibility, well-being, sustainability, and design equity.
- Collaborations and partnerships with brands, firms, and practices are sought to promote the value of interior design and strengthen the ties within the Minnesota Design Community and beyond.

ASID MN offers tailored career-stage programming in an effort to foster mentorship opportunities between students, emerging professionals, seasoned designers and sponsors at a variety of events, including but not limited to tours, curated trips and educational programs.

*"Partnering with ASID MN isn't just a sponsorship;
it's an opportunity to amplify the voice of design along with your brand."*

ASID MN proudly offers a diverse range of sponsorship opportunities at the chapter level through events, education, mentorship, networking and publications. Our sponsorship tiers – Diamond, Platinum, Gold, Silver, and Bronze – offer a spectrum of engagement possibilities fostering industry connections and support. From thought-provoking events to exclusive tours, each tier brings you closer to the heart of our community and the art of design.

Overall, ASID MN mission revolves around enhancing interior design's significance, preparing professionals for industry changes, and facilitating diverse opportunities for education, collaboration, and growth.

Join us in 2025 for an inspiring journey of design, connection and community. Together we can continue a design legacy that transcends space and leaves an indelible mark on the world., connection, and community. Let's create a legacy together that transcends spaces and leaves an indelible mark on the world.



Sponsorship Opportunities	Diamond \$7,000	Platinum \$5,600	Gold \$3,400	Silver \$1,800	Bronze \$750
Logo in Monthly E-Newsletter	X	X	X	X	X
Logo Displayed at all Chapter Meetings	X	X	X	X	X
Logo on MN ASID homepage with link to your website	X	X	X	X	X
Marketing Engagement Opportunities (Choose from the following:)	3	2	1	1	
<ul style="list-style-type: none"> ○ Eblast(s) to Membership via ASID email ○ Social Posts & Stories 					
Complimentary tickets to Annual Awards Gala	4	3	2	1	
Host a Chapter Event Opportunities include the Annual Meeting, Distinguished Speaker Event, Seasonal Chapter Social Events, Student Affairs Day, and Holiday Party with priority given to the highest level Sponsor. Food & Beverage is an additional cost to Sponsor.	X	X	X		
Banner Advertisement in Monthly E-Newsletter Each banner may be a monthly run or separate monthly banners throughout the year	2	1	1		
Marketing Share of AD Space	50% share of media ad space	30% share of media ad space	15% share of media ad space	10% share of media ad space	5% share of media ad space

A la Carte Sponsorship Opportunities

	Member	Non-Member
E-Blast to Membership	\$300	\$750
Host a Single Event	\$500 + Food & Beverage	\$1,000 + Food & Beverage
Host a CEU Event	\$500 + Food & Beverage	\$1,000 + Food & Beverage

Special Event Sponsorship Opportunities

Reserved for Members Only

Opportunities include, but are not limited to:

- Annual CEU Summit
- ASID MN Design Retreat
- Benjamin Moore Wellness Event
- Design For Good Community Service Engagement
- Distinguished Speaker Engagement
- Excellence Awards Gala
- High Point Market Community Trip
- IMS Market Day (Spring and Fall Event)

**Inquire for Pricing
Opportunities from \$500 to \$10,000
and/or Providing F&B for
Special Events**

AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS



Minnesota

Important Sponsorship Details:

- All sponsors must be active ASID Local Affiliate or Industry Partner members, unless opting for an A la Carte sponsorship offering. Your sponsorship dollars stretch the furthest by joining us as a local Affiliate Member and Sponsor.
- Membership represents an additional fee that is paid directly to the ASID National office, separate from the Minnesota Chapter Sponsorship Program.
- Sponsorships are effective from January 1st to December 31st, with pro-rated fees applicable for sponsorships acquired after January 1st. Sponsorship benefits are reset annually on January 1st.
- The Minnesota Chapter retains ultimate authority for scheduling and content approval for all events, at the discretion of the Board of Directors.

MN Chapter by the Numbers:

500+

Active Members

40+

Average Event
Attendance

45+

Direct Engagement
Opportunities/Year

50%

Open Email Rate

+25% over Industry Average

Chapter Committees

Our committees cater to a wide range of interests and expertise, each committed to enhancing the design community and our members' professional growth.

- Advocacy
- Communications
- Community Outreach
- Diversity, Equity & Inclusion
- Events
- Health, Wellness & Sustainability
- Membership
- Member Experience

Membership

Becoming a Local Industry Partner (soon to be called "Affiliate Member") within the MN Chapter is a rewarding and valuable investment with an easily achievable ROI. Local Industry Partners may connect one representative from their company to the ASID MN Chapter for \$549/year in dues.

ASID Local Affiliate Members and Industry Partners seek to raise the professional level of the interior design practice through participation and support of programs and other activities. Through interactions with ASID professionals, the potential exists for ASID Industry Partners to expand their knowledge of the practice of interior design and increase their share of the marketplace.

Please contact the MN Chapter Administrator at administrator@mn.asid.org to become a sponsor.

This sponsorship package current as of October 1st, 2024.