



SPONSORSHIP PACKAGES 2025–26

AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS

MINNESOTA



Partnering for Impact to support our
vibrant **Interior Design** Community

Presented by 2024–25 ASID MN Board of Directors

ASID MN | August 2025



ABOUT OUR CHAPTER

First and foremost, we are CREATIVES. Our chapter's focus involves educating and empowering our interior design community to excel in dynamic ways.

Our goal is to provide what is unique to ASID :

- **mentorship** between established designers and those just starting out
- **programming** specific to interior design
- **events** that create awareness for the interior design profession and spark creativity!



OUR MISSION



ASID is the design industry's only association representing all sectors of design. Membership offers more than professional credibility. We are a connected community of peers, thought leaders, and luminaries.

**"WE GROW STRONGER WHEN
WE LEARN AND DO WELL BY
EACH OTHER."**

OUR MN CHAPTER

**500+
MEMBERS**

**46% OPEN
EMAIL RATE**
23% over the
industry average

**MONTHLY
NEWSLETTER &
E-BLAST
OPPORTUNITIES**

**18
EVENT
OPPORTUNITIES**

**NATIONALLY RECOGNIZED
DESIGNERS & FIRMS**



6 local design programs =
NEW GROWTH, annually

“ONE STEP AT A TIME. YOU’LL GET THERE.”

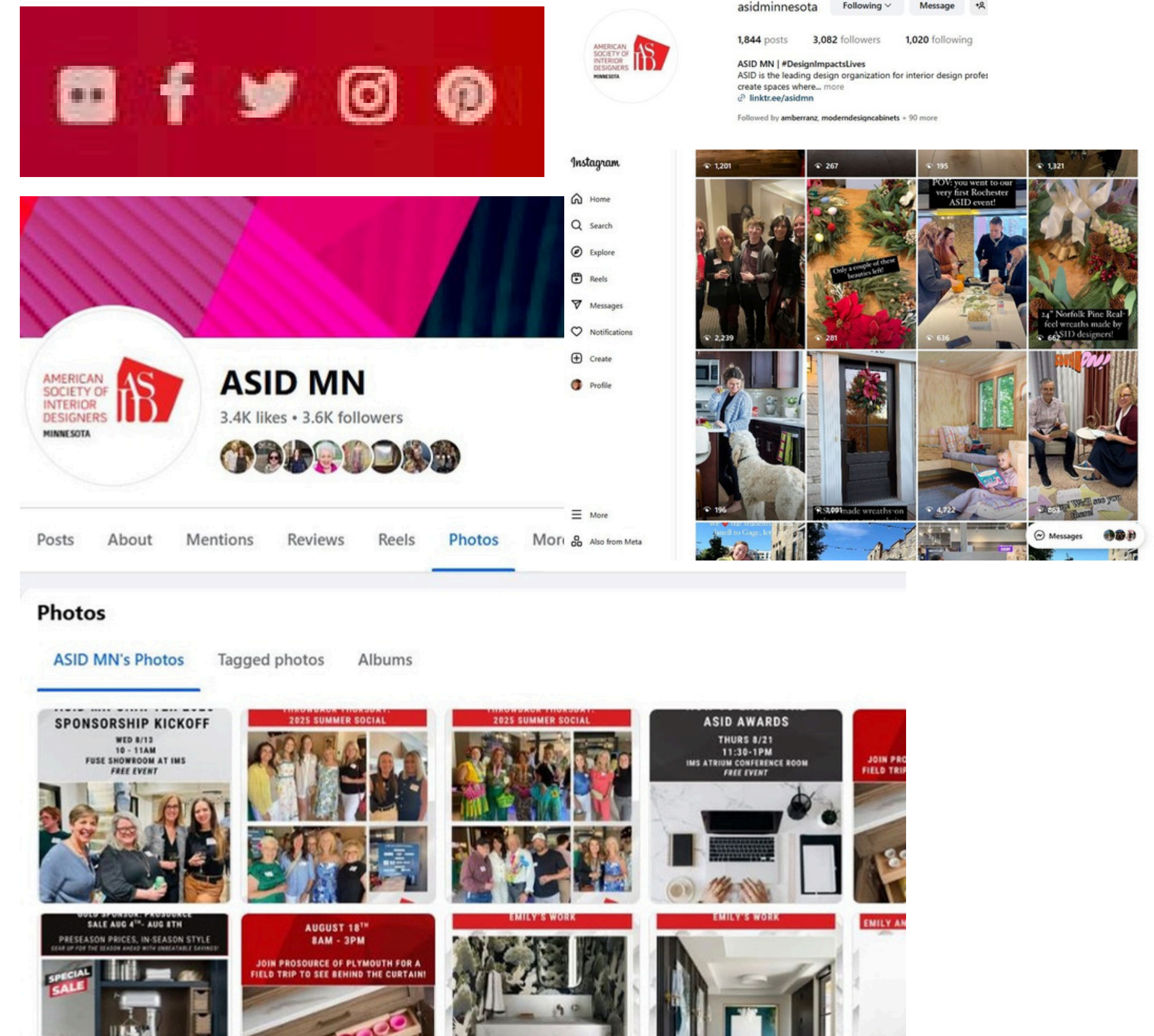
@mn.asid.org



VISIBILITY & MEDIA REACH

Whether you want to make a splash at a single event or build a consistent presence throughout the year, our flexible sponsorship structure allows you to select the opportunities that best fit your business goals and target audience.

Let's build partnerships that are intentional, valuable, and creative.



WHY SPONSOR US?

We heard you: you want higher attendance, more meaningful engagement, and a return on your investment.

We're committed to making that happen – by collaborating with you and **curating** programming that delivers value for our members and industry partners alike.

HOW TO PARTICIPATE

Entry Level Sponsorship \$750

Your logo
inclusion on our
ASID MN website,
displayed at all
events and
included in all
monthly e-Blasts
to our ASID MN
membership



...add a
**Featured
Sponsor**
event...

PREMIERE EVENTS

*supporting sponsorships available

Design Excellence Awards Gala

in April 2026
Audience: 200+

**ASID MN
Holiday Party**
in December 2026
Audience: 150+

\$5,000

OR

SIGNATURE EVENTS

*supporting sponsorships available

LAUNCH

in February 2026
Audience: 60+

WHITE BOX Challenge

in February 2026
Audience: 50+

Distinguished Speaker

in September 2026
Audience: 50+

\$3,000

OR

MONTHLY EVENTS

*see Calendar dates

Monthly Social

First Tuesdays @ 4 p.m.
7 dates in 2025-26

Monthly Learning

Third Thursdays
@ 10 a.m.
4 dates in 2025-26

**June Factory Tour
July Summer Social
August Factory Tour**

\$500-1,000

Company, or an employee, must be a member of ASID to sponsor.

Signature, Monthly, Tours & Summer Social events food & bev.
supplied by host.

PREMIERE EVENT SPONSOR

Design Excellence Awards Gala

April 2026

Audience: 200+

\$5,000



Our annual celebration of the best residential and commercial interior design projects in Minnesota, judged by our peers in ASID chapters throughout the country.



SUPPORTING SPONSOR OPTIONS

at:

\$2,500

\$1,500

\$1,000



WHAT'S INCLUDED:

PREMIERE EVENT SPONSOR

Design Excellence Awards Gala

April 16, 2026
Audience: 200+

\$5,000

- 4 tickets to the Gala
- Premiere seating
- Opportunity to present an award
- Mention during the presentation with logo displayed on screen
- Logo on Gala registration page, web page and in the printed program
- Social Media mention
- Signage and recognition at the event

SUPPORTING SPONSOR

at:

\$2,500

\$1,500

\$1,000

- Premiere seating
- Opportunity to present an award
- Social Media mention
- Logo in the printed program
- Signage where appropriate for sponsored welcome drink, bar, dessert option, etc.



**PREMIERE
EVENT
SPONSOR**

**ASID MN
Holiday Party**
in December 2026
Audience: 150+

\$5,000

A favorite every year,
festive, bubbly and full
of laughter as we
celebrate the holidays
together & reflect on
another year in design!

**SUPPORTING
SPONSOR
OPTIONS**

at:

\$2,500

\$1,500

\$1,000



WHAT'S INCLUDED:

PREMIERE EVENT SPONSOR

ASID MN Holiday Party

in December
2026

Audience: 150+

\$5,000

- Opportunity to address the membership or promote your brand
- Receive recognition from ASID President
- Logo on the Event registration page
- Logo on the Event website page
- Social Media mention
- Signage and recognition at the event

SUPPORTING SPONSOR

at:

\$2,500

\$1,500

\$1,000

- Recognition from the ASID President
- Social Media mention
- Signage where appropriate for sponsored welcome drink, bar, dessert option, etc.

SIGNATURE EVENTS

LAUNCH

A full-day of learning
for students &
professionals!

WHITE BOX Challenge

A creative design
battle using a
“mystery ingredient”

Distinguished Speaker

Learning with an
exciting & relevant
speaker!

\$3,000



***Supporting Sponsorships
available**



WHAT'S INCLUDED:

SIGNATURE EVENTS

LAUNCH

February 2026

WHITE BOX CHALLENGE

February 2026

DISTINGUISHED SPEAKER

September 2026

\$3,000

- Opportunity to address the membership and promote your brand
- Logo on the Event registration page
- Logo on the Event website page
- Social Media mention
- Signage and recognition at the event

**Supporting
sponsorships
available!**

FACTORY TOUR OR SUMMER SOCIAL

\$1,000

- Social Media mention
- Signage at the event
- Opportunity to promote your brand and address the membership

MONTHLY SOCIAL OR LEARNING EVENT

\$500

- Social Media mention
- Signage where appropriate and opportunity to promote your brand to attendees

Signature, Monthly, Factory Tours & Summer Social events, food & beverage supplied by host.

ASID MN EVENT CALENDAR 2025-26

JANUARY

6th Monthly Social

22nd Monthly Learning

FEBRUARY

3rd Monthly Social

**19TH WHITE BOX
Challenge**

27th LAUNCH

MARCH

3rd Monthly Social

19th Monthly Learning

APRIL

16th GALA

MAY

5th Monthly Social

21st Monthly Learning

(2026 New Fundraiser/
2027 Design Home*)

JUNE

Choose
2nd OR 18th
SITE VISIT/TOUR

JULY

Choose
7th OR 23rd
SUMMER SOCIAL

AUGUST

Choose
4th OR 20th
SITE VISIT/TOUR

SEPTEMBER

8th Monthly Social

**24th DISTINGUISHED
SPEAKER**

OCTOBER

6th Monthly Social

tbd Monthly Learning

NOVEMBER

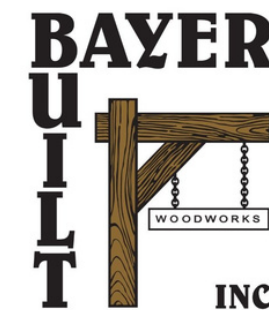
(low attendance,
break for holidays)

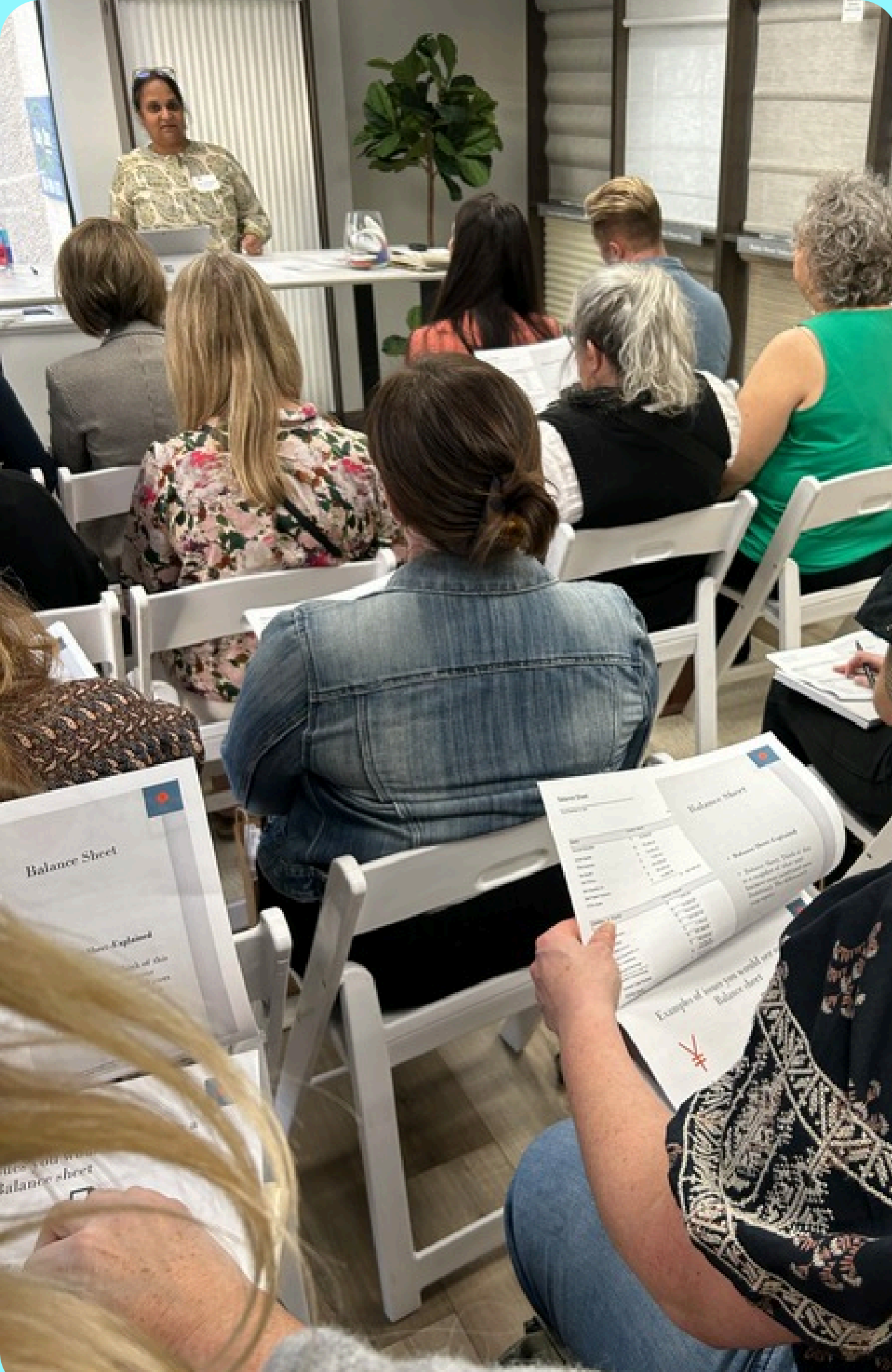
DECEMBER

**HOLIDAY
PARTY**

PAST SPONSORS

We've been trusted by respected brands such as Express Window Fashions & Drapes, Etc., Twin Cities Closet Company, Warners' Stellan and many more. Their continued support reflects the credibility and impact of our initiatives within our Twin Cities design community.





LET'S PARTNER!

Choose to become an
ASID MN sponsor by
September 26th, 2025.

**Event options are
available on a first
come, first serve
basis.**

Contact:
administrator@mn.asid.org
or call Anjuli, our Chapter
Administrator at
612-339-6003

THANK YOU !

Let's build partnerships that are intentional, valuable, and creative.

We're grateful for your time and interest.

We look forward to building something impactful with your brand.



2024-25 Board of Directors ASID MN