Partnering for Impact to support our vibrant Interior Design Community

2027 Sponsorship Package

AMERICAN SOCIETY OF INTERIOR DESIGNERS
MINNESOTA

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.

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. It is the design industry's only association representing all sectors of design.

WHAT MAKES US UNIQUE

- Mentorship between established designers and those just starting out, across every career stage.
- Programming specific to interior design, small-business solutions, growing a firm, technology, marketing & PR, evidence-based and human-centered design, social responsibility, well-being, sustainability, and design equity.
- Events that spark creativity and build awareness for the profession, including tours and educational programs.

MN CHAPTER BY THE NUMBERS

500+
Active Members

30+
Direct Engagement Opportunties/Year

43%
Open Email Rate
+7% over Industry Average

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

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Why Sponsor ASID Minnesota?

- Build Product Exposure
- Network with Interior Design Professionals
- Access to Emerging Professionals and Students
- Increase Brand Visibility with Industry Leaders
- Share Industry Insights and Expertise
- Keep Your Money (and Relationships) Local!

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Sponsorship Types

AND/OR

CHAPTER SPONSORSHIP

- Year-Round Brand Visibility
- Chapter-Wide Recognition: Website, Social Media, Events, Newsletter & More
- Funding Chapter Operations & Administration
- Continued Financial Support for Chapter Events

EVENTS & INITIATIVES SPONSORSHIP

- Targeted Brand Visibility
- Audience-Focused: Students, Emerging Professionals, Practitioners, Educators
- In-Person Enrichment Opportunities & Engagement
- Financial Flexibility: Specific Event Support Commitment

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2027

Chapter Sponsor

Silver - $1,000

- ☑ Logo in monthly E-Newsletter
- ☑ Logo Representation at All Chapter Events
- ☑ 2027 Logo on MN ASID homepage with link to your website
- ☑ Design Excellence Awards Presenter

2027

Chapter Sponsor

Gold - $2,000

- ☑ Logo in monthly E-Newsletter
- ☑ Logo Representation at All Chapter Events
- ☑ 2027 Logo on MN ASID homepage with link to your website
- ☑ Design Excellence Awards Presenter
- ☑ Opportunity to Showcase Your Brand or Space by Hosting a **Chapter Event** (see bottom panel)
- ☑ Social Media Posts Featuring Your Event

Showcase Your Brand or Space by Hosting a Chapter Event:

- CEU / Learning Event or Factory Tour (5 available)
- ASIDMN Annual Meeting
- Annual White Box Challenge

2027

Chapter Sponsor

Platinum - $3,500

- ☑ Logo in monthly E-Newsletter
- ☑ Logo Representation at All Chapter Events
- ☑ 2027 Logo on MN ASID homepage with link to your website
- ☑ Design Excellence Awards Presenter
- ☑ Opportunity to Showcase Your Brand or Space by Hosting a **Signature Chapter Event** (see bottom panel)
- ☑ Social Media Posts Featuring Your Event + **Additional 1X per Year Brand Post**

Showcase Your Brand or Space by Hosting a Signature Event:

- ASID Social (3 per year: Spring, Summer or Fall)
- CEU Palooza

2027

Chapter Sponsor

Diamond - $5,000

- ☑ Logo in monthly E-Newsletter
- ☑ Logo Representation at All Chapter Events
- ☑ 2027 Logo on MN ASID homepage with link to your website
- ☑ Design Excellence Awards Presenter.
- ☑ Opportunity to Showcase Your Brand by Hosting a **Legacy Chapter Event** (see bottom panel)
- ☑ Social Media Posts Featuring Your Event **+ Additional 2X per Year Brand Post**

Showcase Your Brand by Hosting a Legacy Chapter Event:

- **ASID MN Holiday Party**
- Distinguished Design Event
  (Such as: Distinguished Speaker, Design Day)

EVENTS & INITIATIVES SPONSORSHIP

- Targeted Brand Visibility
- Audience-Focused: Students, Emerging Professionals, Practitioners, Educators
- In-Person Enrichment Opportunities & Engagement
- Financial Flexibility: Specific Event Support Commitment

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Design Excellence Awards Gala Sponsorship

This event consistently draws 200-300 industry professionals. Don't miss out on this fantastic opportunity to connect!

Premier Event Sponsor: $3,000

- DesignExcellenceAwards presenter of (1) category.
- Your company's logo will be featured on signage at the event.
- Logo on Gala Registration Page.
- Logo on Gala Web page.
- Priority Seating.
- Mention during program and social media mention.
- 2 Tickets to the Design Excellence Awards Gala

Bar Event Sponsor: $1,500 (Limit 1)

Your company's logo will be displayed at the event and on bar signage.

Featured Event Sponsor: $1,000

Your company's logo will be displayed on signage throughout the event. Funding supports event needs such as the DJ, lighting/AV, photography, event decor, desserts and more!

Note: Gala tickets must be purchased separately unless noted above.

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Launch Sponsorship

Launch is a full day of learning for students and emerging professionals, held at IMS in Minneapolis. It consistently draws 50+ attendees, giving you the chance to connect directly with the next generation of designers.

Premier Event Sponsor: $1,500

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

Lunch Sponsor: $1,000 (Limit 1)

- Opportunity to host the membership in your showroom and promote your brand
- Your company's logo will be featured during lunch and on event signage.

Happy Hour Sponsor: $500 (Limit 1)

- Opportunity to host the membership in your showroom and promote your brand
- Your company's logo will be displayed on event signage.

Showroom Event Sponsor: $500 (Limit 6)

- Opportunity to host the membership in your showroom and promote your brand
- Your company's logo will be displayed on event signage

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A la Carte Advertising Sponsorships

Get your brand seen. À la Carte Advertising Sponsorships are an exclusive ASID member benefit. Reach 500+ members directly and 2,000+ contacts across our full network.

Exclusive Email Blast Directly to ASID-Minnesota Members

$500/Each (Max 2/year)

Social Media Reels

$500/Each (Max 2/year)

Social Media Posts

$500/Each (Max 2/year)

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Funds & Initiatives Sponsorships

Student Scholarship Fund

Provides direct funding of ASID MN Student Scholarship Fund.

Emerging Professionals Initiative

Help fund no-cost networking events for Emerging Professionals and Student to Allied membership scholarships.

Design for Good

Support the work of our chapter's community outreach projects, where 'Design Impacts Lives.'

What Do Your Funds & Initiatives Sponsorship Provide?

Your sponsorship dollars go directly toward your selected initiative. Your logo will be featured on promotional materials for that initiative, and your company will be verbally recognized at related events. Funds do not support other Chapter events or operating expenses.

Partner with Us!

Important Sponsorship Details:

- Membership is an additional fee paid directly to the ASID National Office — separate from the Minnesota Chapter Sponsorship Program.
- Chapter Sponsors must be active ASID Local Affiliate or Industry Partner member. Joining as both a member and sponsor helps your dollars go further within the chapter.
- The Minnesota Chapter retains ultimate authority for scheduling and content approval for all events, at the discretion of the Board of Directors.
- Events are offered at a first come first serve basis and first right of refusal for our Diamond Sponsors.
- Food and beverages are supplied by event host.

The sponsorship term begins January 1, 2027, once payment is received. All sponsorship terms (regardless of payment timing) expire on December 31, 2027.

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THANK YOU!

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

2026 Board of Directors

Questions?

Contact ● Anjuli Fink
Chapter Administrator

E-Mail ● administrator@ mn.asid.org

Website ● mn.asid.org

ASID-Minnesota strives to curate sponsorship opportunities that are attractive to your business. If you have feedback or questions, please reach out!

SPONSORED EVENT OPPROTUNITIES

2027

JANUARY

CEU/Learning Event

FEBRUARY

Annual Meeting

Launch

MARCH

CEU/Learning Event

APRIL

Spring Social

MAY

GALA

CEU/Learning Event

JUNE

Site Visit/Tour

JULY

Summer Social

CEU/Learning Event

AUGUST

White Box Challenge

SEPTEMBER

CEU/Learning Event

OCTOBER

Fall Social

NOVEMBER

CEU Palooza

DECEMBER

Holiday Party