As the 2019-2020 IIDA Mid-Atlantic Chapter President, I am honored and privileged to serve our 700+ members. The Mid-Atlantic chapter works diligently to advance our profession through the knowledge of interior design among professionals and expanding the awareness and appreciation among the general public.

Each year, we cultivate events that encourage a community between our members, manufacturing partners, but more importantly, a direct connection to the community we live in. To do this successfully, sponsorship is vital to our achievement and growth of the chapter through — engagement, education, and advocacy. None of this would not be possible without the continued support of our sponsors. I sincerely thank you for your dedication thus far and hope that you will continue to sponsor our mission and help build a better design community.

Mike Johnson II, AIA, IIDA
IIDA Mid-Atlantic Chapter President

LOVE, MIKE.
LIGHTS, CAMERA, CAUSES
BEST IN SHOW.

Our regional design awards program honors excellence in originality, creativity, and innovation. Every year, design firms wait eagerly to discover who will take home the coveted top prize of the Pinnacle Award. 2020 will mark the 25th year for The Premiere and we plan on marking this milestone with exciting changes, such as a fresh new venue and expanded awards categories. Come be inspired by the passion and vision of our region’s top designers and firms.
STRONGER TOGETHER.

We believe design is part of everyone’s everyday experience and that the value of design needs to be better understood by those who practice it as well as those who experience it. That is why we host an event that literally breaks down the perceived boundaries between life and design, art and the everyday experience. Each year we explore a new inspiring topic such as this past year’s theme of Sustainability. No opportunity was missed, as even the paper programs were embedded with seeds so they could be planted and fill gardens with flowers, herbs, and other plants.
There’s a reason Cosmo Couture is our most anticipated and highly attended event of the year. Not only do local design firms and manufactures work tirelessly to create highly detailed, handmade garments, they also show off their works on an eighty-foot runway in front of nearly 900 of their peers. Add that to the dramatic setting of the main nave of the National Cathedral and you have a show you can’t afford to miss.
IIDA Mid-Atlantic Chapter’s core values are to advocate, educate and engage. We see no better way to achieve these goals than to provide an Emerging Leadership Program. This program is designed for early career professionals who have an interest and talent for leadership within the interior design community.
BUT FIRST, MORNING MIXER.
Morning Mixer is an event focused on tackling current and relevant topics within interior design and real estate industry. Great networking and thoughtful knowledge sharing are a sure bet. And just as the name suggests... with mimosas!

SHOW OFF.
Showcase is an event promoting our top tier sponsors - their products, services and personalities! From board games to putt putt golf, our sponsors never disappoint at showing their stuff in creative ways!

ROUND & ROUND.
The Roundtable Dinners have quickly become a sponsor fave! Each dinner is intimate, unique and curated to foster cross industry relationships.
YOU MAKE US.
Without your support, none of our work is possible. We hope you will join us on the exciting journey into 2020!
$18,000

**V** **I** **S** **I** **O** **N** **A** **R** **Y**

The Visionary Sponsorship level is available exclusively to non-competing markets. If more than one competing party applies for the Visionary level, a decision will be made through a random drawing process. All parties who apply will be automatically enrolled in the Innovative Sponsorship level. Open enrollment for this sponsorship level shall be from December 1, 2019 to January 30, 2020 with an announcement February 3, 2020.

**PERKS**

- **COSMO Couture**
- **Premiere**
- **Breaking Boundaries**
- **Round Table Dinner**
- **Morning Mixer**

**EXPOSURE**

- One annual blog post on the IIDA MAC blog
- Opportunity to give an award on stage at Signature Events, as applicable
- Logo displayed on podium or other prominent location at all Signature Events
- Company logo included in new membership packet
- Logo acknowledgment at all Chapter events
- Company logo displayed on IIDA MAC sponsor web page with link to company website
- IIDA MAC and Cosmo Couture accounts will like or follow your company on social media and promote via Philanthropy campaign
- Verbal acknowledgment at all Chapter events
- One slide showing imagery of new product or project with logo for slideshow to be played before and after each Signature Event
- One 24-hour social media takeover on the IIDA MAC Instagram account with nearly 1,300 followers; content to be posted on Instagram feed
- One targeted email blast per year to our entire mailing list (over 1,100 subscribers)

**ENGAGEMENT**

- Option to host IIDA MAC’s PLAID Program Sessions
- Brunch with the IIDA MAC Board
- Option for an IIDA MAC individual membership
- Opportunity to display product or service at our annual Showcase event
- Option to host IIDA MAC events in your showroom or other location at a maximum of two occasions; events may include CEU, forum, membership event, monthly City Center meeting or the like
- IIDA MAC will post job openings from Company on social media outlets on a monthly basis, as requested

**VISIONARY**

- Unlimited Sponsorship Opportunities:
  - Up to 6 unforgettable VIP Tickets
  - Unlimited Tickets

**INNOVATOR**

- Exclusive to Innovative Sponsorship Level:
  - 6 VIP Tickets
  - 4 Dinner/2 Tickets

**ENTREPRENEUR**

- Exclusive to Entrepreneurs Sponsorship Level:
  - 4 VIP Tickets

**EXECUTIVE**

- Exclusive to Executive Sponsorship Level:
  - 3 VIP Tickets

**SUPPORTER**

- Exclusive to Supporter Sponsorship Level:
  - 2 VIP Tickets
**EXPOSURE**

- One annual blog post on the IIDA MAC blog
- Opportunity to give an award on stage at Signature Events, as applicable
- Company logo included in new membership packet
- Logo acknowledgment at all Chapter events
- Company logo displayed on IIDA MAC sponsored web page with link to company website
- IIDA MAC and Cosmo Couture accounts will like or follow your company on social media and promote via #followfriday campaign
- Verbal acknowledgment of new product or project with logo for slideshow to be played before each event at each Chapter event
- One slide showing imagery of new product or project with logo for slideshow to be played before and after each Chapter event
- IIDA MAC and Cosmo Couture accounts will like and/or follow your company on social media
- IIDA MAC and Cosmo Couture accounts will like and/or follow your company on social media outlets on a monthly basis, as requested
- One targeted email blast per year to our entire mailing list (over 1,100 subscribers)

**ENGAGEMENT**

- One annual IIDA MAC individual membership
- Opportunity to display product or service at our annual Showcase event
- Option to host IIDA MAC event(s) in your showroom or other location at a maximum of two occasions; events may include CEU, forum, membership event, monthly City Center meeting or the like
- IIDA MAC will post job openings from Company on social media outlets on a monthly basis, as requested

**PERKS**

- **COSMO COUTURE**
  - 6 Tickets
- **BREAKING BOUNDARIES**
  - 6 Tickets
- **ROUND TABLE DINNER**
  - 2 Dinners/2 Tickets
- **SHOWCASE**
  - Unlimited Tickets 1
- **MORNING MIXER**
  - Unlimited Tickets 2

**INNOVATOR**

- 1 Unlimited Tickets for sponsoring company employees; 2 guests included
- 2 Unlimited Tickets for sponsoring company employees; 2 guests included

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*All shaded tickets for sponsoring company employees; 2 guests included*
*All shaded tickets for sponsoring company employees; 2 guests included*
**EXPOSURE**
- Company logo included in new membership packet
- Logo acknowledgment at all Chapter events
- Company logo displayed on IIDA MAC sponsor webpage with link to company website
- IIDA MAC and Cosmo Couture accounts will like and/or follow your company on social media and promote via #followfriday campaign
- Verbal acknowledgment at all Chapter events
- One slide showing imagery of new product or project with logo for slideshow to be played before and after each City Park meeting
- One 24-hour social media takeover on the IIDA MAC Instagram account with nearly 1,300 followers; content to be posted on Instagram feed

**ENGAGEMENT**
- One annual IIDA MAC individual membership
- Option to host IIDA MAC event(s) in your showroom or other location at a maximum of two occasions; events may include CEU, forum, membership event, monthly City Center meeting or the like
- IIDA MAC will post job openings from Company on social media outlets on a monthly basis, as requested

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**CULTIVATOR**

**PERKS**
- **COSMO COUTURE** 2 Tickets
- **PREMIERS** 2 Tickets
- **BREAKING BOUNDARIES** 2 Tickets
- **MORNING MIXER** 2 Tickets

**EXPLORER**

**PERKS**
- **COSMO COUTURE** 2 Tickets
- **PREMIERS** 2 Tickets
- **BREAKING BOUNDARIES** 2 Tickets
- **MORNING MIXER** 1 Ticket
IIDA MAC has done an excellent job this year in bringing true value to all the sponsors, and raising the bar for how an association can attract and engage its members. Creative and unique approaches like the Visionary Roundtable dinner, social media takeover, and opportunities to host fun and educational events are just a few examples where we have truly felt the partnership and the committee’s passion for making IIDA a great organization to be active in. I know it’s a tremendous amount of work on everyone’s part, and we sincerely appreciate it!

Brian Wilkinson / Steelcase Inc. / Regional Vice President, Mid-Atlantic
The following opportunities are available exclusively for design firms.

$5,000 DESIGN FIRM

**LEADER**

- **EXPOSURE**
  - Company logo included in new membership packet
  - Logo acknowledgment at all Chapter events
  - Company logo displayed on IIDA MAC sponsor web page with link to company website
  - IIDA MAC and Cosmo Couture accounts will like and/or follow your company on social media and participate in #followfriday campaign
  - IIDA MAC and Cosmo Couture accounts will promote via #followfriday campaign
  - Verbal acknowledgment at all Chapter events
- **ENGAGEMENT**
  - One annual IIDA MAC individual membership
  - Option to host IIDA MAC event(s) in your showroom or other location at a maximum of two occasions; events may include CEU, forum, membership event, monthly City Center meeting, or the like
  - One nominee into the IIDA MAC Propelling Leadership and Advocacy within Interior Design (PLAID) Program
  - IIDA MAC will post job openings from Company on social media outlets on a monthly basis, as requested

$2,000 DESIGN FIRM

**ADVOCATE**

- **EXPOSURE**
  - Company logo included in new membership packet
  - Logo acknowledgment at all Chapter events
  - Company logo displayed on IIDA MAC sponsor web page with link to company website
  - IIDA MAC and Cosmo Couture accounts will like and/or follow your company on social media
- **ENGAGEMENT**
  - One annual IIDA MAC individual membership
  - Option to host IIDA MAC event(s) in your showroom or other location at a maximum of two occasions; events may include CEU, forum, membership event, monthly City Center meeting, or the like
  - IIDA MAC and Cosmo Couture accounts will promote via #followfriday campaign
  - Verbal acknowledgment at all Chapter events

The following opportunities are available exclusively for design firms.
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One annual blog post on the IIDA MAC blog.

Opportunity to give award at stage at Signature Events, as applicable.

Logo displayed on podium or other prominent location at all Signature Events.

Branch with the IIDA MAC Board.

Option to host IIDA MAC’s PLAID Program Sessions.

One annual IIDA MAC individual membership.

One targeted email blast per year to our entire mailing list (over 1,100 subscribers).

Opportunity to display product or service at our annual Showcase event.

One slide showing imagery of new product or project with logo for slideshow to be played before and after each Signature Event.

One 24-hour social media takeover on the IIDA MAC Instagram account with nearly 1,300 followers; content to be posted on Instagram feed.

Option to host IIDA MAC event(s) in your showroom or other location at a maximum of two occasions; events may include CEU, forum, membership event, monthly City Center meeting or the like.

Company logo included in new membership packet.

Logo acknowledgment at all Chapter events.

Company logo displayed on IIDA MAC sponsor web page with link to company website.

IIDA MAC and Cosmo Couture accounts will like and/or follow your company on social media and promote via #followfriday campaign.

Verbal acknowledgment at all Chapter events.

One nominee into the IIDA MAC Propelling Leadership and Advocacy within Interior Design (PLAID) Program.

IIDA will post job openings from Company on social media outlets on a monthly basis, as required.

Option to attend/participate in IIDA Mid-Atlantic Chapters student portfolio reviews.
Mid-Atlantic Chapter would like to thank the 2019 sponsors:

**VISIONARY**
D | Watts Construction
Cenero
Division 9 Associates, Inc.
Steelcase, Inc.
Arbee Associates

**INNOVATOR**
Tarkett
Mohawk
Teknion
Spartan Surfaces
NOLAN Brands
Shaw Contract

**CULTIVATOR**
Price Modern
GPI
Peabody Office Furniture

**EXPLORER**
KI
American Office
OFS
Haworth
The Gunlocke Company
Zoom Inc
Herman Miller
JANUS et Cie
J+J Flooring Group
Alliance Lighting
Keilhauer
Direct Path Corporation
Milliken
DAVIS Construction
MOI

**DESIGN FIRM LEADER**
Arris, a Design Studio, Inc.
FOX Architects
Perkins and Will

**DESIGN FIRM ADVOCATE**
FORM Architects
HDR
The Verve Partnership

**FRIEND OF IIDA**
dHive
Maharam
Patcraft Commercial Flooring
Rockfon
META Engineers, PC
Porcelanosa