2017 PATRON PACKAGE
Dear Industry Patrons, Colleagues, and Friends:

As designers, educators and members of a global community, we don’t just create extraordinary interiors. We create experiences. We create opportunities.

We are fortunate to have found the intersection where passion, purpose, and a career collide.

That intersection is IIDA.

The International Interior Design Association (IIDA) stands for the future of design. In 2017, the IIDA Georgia Chapter is committed to looking forward and developing a stronger, more connected, and more valuable experience for our members and patrons alike.

Our industry patrons are the backbone for all that we do as a Chapter, and your support is vital to the vision we strive to uphold. Interior designers cannot thrive, cannot continue to expand their reach and knowledge, and cannot push the boundaries of where we’ve been, without the support of our dedicated manufacturers, dealers and providers. Your contribution and dedication to our Chapter not only funds our three signature events (b.o.b., Leaders Breakfast and Dressed) but also our daily operating expenses. Without you, there would be no IIDA Georgia Chapter.

Being involved with IIDA Georgia has afforded me the opportunity to expand my industry relationships and tap into a broader network of professionals committed to creating outreach opportunities and networking environments for our profession.

We hope that you will take a moment to consider being a patron of our Chapter and our mission: To elevate our profession to the level it warrants, and to lead the way for the next generation of interior design innovators. Thank you to those who were able to support our IIDA Georgia Chapter in 2016, we look forward to your continued support in 2017.

Sincerely,

Christina Schmitt, IIDA
PRESIDENT
IIDA GEORGIA CHAPTER

Shelly Attila, RID IIDA
PRESIDENT-ELECT
IIDA GEORGIA CHAPTER

Sarah Holliday, IIDA
IMMEDIATE PAST-PRESIDENT
IIDA GEORGIA CHAPTER
Your **PATRONSHIP** supports the initiatives of the IIDA Georgia for the entire calendar year.

**DID YOU KNOW WE...**

- Develop and support Campus Centers and City Centers across the state
- Offer a bi-annual NCIDQ Prep class
- Distribute a NCIDQ Scholarship reimbursement
- Establish student mentorship and development opportunities
- Distribute annual student scholarships
- Maintain a local chapter office at ADAC, staffed by student volunteers
- Participate in the IIDA HQ Chapter Leadership Council to develop strong, local leadership
- Support the Georgia Alliance of Interior Design Professionals (GAIDP) and their lobbyist efforts to preserve our right to practice
- Encourage professionals to become Registered Interior Designers (RIDs) under our State Enacted Title Act
- Offer valuable CEU programs needed for designers to maintain their accreditations
- Provide meaningful networking opportunities for members
- Offer current and local tours of recent projects to engage the design community and industry
- Provide membership reimbursements for active volunteers and designers
- Support various local charities through our community outreach and events
- Actively engage on popular social media platforms to promote local and international interior design trends and information
- Maintain an interior design blog dedicated to offering current and on-trend information
- Develop and maintain our chapter website iidageorgia.org
- Spearhead the annual ZeroLandfill program, which diverts thousands of pounds of expired architectural samples from our area landfills
- Host the semi-occasional SPEAKS panel series event focusing on current design platforms and topics
AND YOU’VE PROBABLY HEARD ABOUT OUR SIGNATURE EVENTS

b.o.b. Awards
February 2017
The Best of the Best Forum Design Awards (b.o.b. Awards) is IIDA Georgia’s premier red carpet and black tie gala, which celebrates excellence in design across 10 design categories. 2017 sees us in a new, larger venue allowing us to increase from 550 attendees to 800. Including better sight lines and acoustics! Come and see what we have in store, you will not be disappointed!

Leaders Breakfast
May 2017
Leaders Breakfast is a national platform supported by IIDA Headquarters, featuring a renowned keynote speaker and local industry honoree. The selected event honoree embodies leadership characteristics through their contributions to our profession.

Dressed
September 2017
Teams of designers are challenged to construct highly unique garments, made almost entirely from their manufacturers’ products, for a runway extravaganza. This event is a fantastic way to promote your company to over 825 of the industry’s most talented professionals.
# CHAPTER PATRON BENEFITS

<table>
<thead>
<tr>
<th>Annual Patron Benefits</th>
<th>Buckhead</th>
<th>Peachtree</th>
<th>Piedmont</th>
<th>Forsyth Park</th>
<th>Dogwood</th>
<th>Midtown</th>
<th>A&amp;D</th>
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<tbody>
<tr>
<td>Website</td>
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<td>Social Media</td>
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<tr>
<td>Recognition at Chapter Signature Events *</td>
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<tr>
<td>Recognition at Local City Center Events *</td>
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<tr>
<td>Complimentary IIDA Associate Memberships (benefit value $295)</td>
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## Event Participation

<table>
<thead>
<tr>
<th>Event</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>b.o.b. Awards: February 2017</strong></td>
<td>(2) 10-top Tables &amp; 2 Presenters</td>
</tr>
<tr>
<td><strong>Leader’s Breakfast: May 2017</strong></td>
<td>(1) 10-top Table &amp; (1/2) 10-top Table &amp; 4 Event Tickets &amp; 2 Event Tickets</td>
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<tr>
<td><strong>Dressed: September 2017</strong></td>
<td>16 Event Tickets &amp; 1 Presenter</td>
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<tr>
<td><strong>SPEAKS: Summer 2017</strong></td>
<td>2 Event Tickets &amp; 1 Event Ticket</td>
</tr>
</tbody>
</table>

## 2017 Patron Package Costs:

- **Buckhead**: $13,500
- **Peachtree**: $8,500
- **Piedmont**: $6,000
- **Forsyth Park**: $4,000
- **Dogwood**: $2,500
- **Midtown**: $1,000
- **A&D**: $850

*Recognition to be determined by Chapter Board*
# Other Ways to Get Involved

## Chapter Benefactor

**ADAC**

**Quantity:** 1 (Underwrite)

Provides an agreement (prearranged) for leased office space for the IIDA Georgia Chapter. Receives:
- 4 tickets to the 2017 b.o.b. Awards
- 2 tickets to each: Leaders Breakfast and Dressed
- Digital and social media benefits as outlined on the following pages.

## Retreat Benefactor

**Quantity:** 1 (Underwrite)

August 2017

Hosts and provides accommodation for the chapter board 2-day strategic planning retreat (approximately 30 to 35 people) and has the option to provide tours and programs for the board on Friday (approximately 10am to 2/3pm) and distribute literature and/or products. Provides board accommodations inclusive of guest rooms, food and beverage, conference facilities and amenities, including Friday evening networking and dinner social. (Board members with 4+ hours of travel are typically extended accommodations for Thursday night as well.) Receives:
- 1 Premiere table to each: b.o.b. and Leaders Breakfast
- 4 VIP tickets to Dressed
- Digital and social media benefits as outlined on the following pages.

## Local Benefactor

**Quantity:** 1 (Underwrite)

Hosts the Saturday Chapter board meeting (approximately 30 to 35 people) and has the option to provide an approximately 1 hour tour or presentation. Provides conference facilities, meals and accommodations (if necessary due to facility location). Facility should be located in the surrounding Augusta or Savannah area (location will vary each year). Receives:
- 2 tickets to each: b.o.b. Awards and Leaders Breakfast
- Digital and social media benefits as outlined on the following pages.

## NCIDQ Host

**Quantity:** 2 available

Winter and Summer 2017

The NCIDQ Host provides light food/beverage as well as facilities for the the Interior Designers participating in the 6-8 week NCIDQ preparatory course. Course instructors are experienced designers or professionals, and class participants are emerging professionals, both IIDA members and non-members. In addition, the NCIDQ Host provides facilities for the practice practicum exam (all-day Saturday) inclusive of lunch and parking expenses if applicable. Presentation and video conference/web meeting capabilities are required.

## Holiday Parties

**December 2017**

The Atlanta and Coastal Empire City Centers participate in joint holiday parties in collaboration with affiliate organizations, including but not limited to AIA Atlanta and Savannah, USGBC Georgia (Atlanta and Savannah branches), ASHRAE Atlanta, CSI Atlanta, ASID Georgia, and ASLA Georgia. These joint holiday events offer cross disciplinary networking opportunities to industry partners like no other events can, and sponsorships are available upon request.

## Additional Opportunities

**Quantities:** TBD

On occasion, select signature or city center events may provide additional and exclusive sponsorship opportunities, all of which will be offered to our partners on a first come first serve basis. While the exact benefits for these sponsorships will be coordinated through each event committee, sponsorships may include but are not limited to: Dressed Garment Team Sponsorships, b.o.b. Awards Red Carpet Sponsor, and Pre-Party and After-Party Sponsorship(s) for multiple signature events.
The average person checks their cell phone 150 times a day.

Smartphone users check Facebook 14 times a day, and on average spend a total of 30 minutes each day on the social network.

Digital marketing and social media strategy are an ever-increasing opportunity for our industry to get connected and share ideas. As an IIDA Georgia Chapter Partner, you will receive unprecedented access to our network of designers and industry professionals.

Want us to like, share, retweet or comment? Simply tag us in your post! @iidageorgia or #iidageorgia
### DIGITAL & SOCIAL MEDIA BENEFITS

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<thead>
<tr>
<th></th>
<th>Buckhead</th>
<th>Peachtree</th>
<th>Piedmont</th>
<th>Forsyth Park</th>
<th>Dogwood</th>
<th>Midtown</th>
<th>A&amp;D</th>
<th>Chapter Benefactor</th>
<th>Retreat Benefactor</th>
<th>Local Benefactor</th>
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<tr>
<td>Company Logo on Website Homepage</td>
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<td>Company Logo on Website Patron Page</td>
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<td>Company Name on Website Patron Page</td>
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<td>Sales Representative Contact Information on Website Patron Page</td>
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<td>Events Posted to our Website Calendar</td>
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<td>Submit Content to our Blog: Designed &amp; Delivered</td>
<td>Unlimited</td>
<td>Quarterly</td>
<td>Bi-Annual</td>
<td>Bi-Annual</td>
<td>Annual</td>
<td>Quarterly</td>
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<td>Unlimited</td>
<td>Quarterly</td>
<td>Bi-Annual</td>
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<tr>
<td>Events or Product Information Shared in Our Weekly Email Communications (1,100 Subscribers and Growing)</td>
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<td>Company Logo Included in the Weekly eBlast footer</td>
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<td>Company Name Included in the Weekly eBlast footer</td>
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<tr>
<td>Post and Share Articles and Events On our Facebook Page * (1,370 likes and growing)</td>
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<td>Facebook Post by Chapter during NeoCon if Applicable</td>
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<td>Promoted/Advertised Posts through Facebook</td>
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<td>LinkedIn: Posts to our Discussion Board</td>
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<td>Bi-Annual</td>
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<td>Quarterly</td>
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<td>Instagram: Post or Re-gram Upon Request</td>
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<td>Twitter: Tweet or Retweet Upon Request</td>
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*As a local authority on industry news and trends, our social media content will often extend beyond just our Industry Patrons; however, select Patron levels will receive the added benefit of having their Facebook articles and events promoted, reaching a substantially larger target audience.
THANK YOU TO OUR 2016 PARTNERS

<table>
<thead>
<tr>
<th>CHAPTER BENEFACtor</th>
<th>ADAC</th>
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<tbody>
<tr>
<td>RETREAT BENEFACtor</td>
<td>J+J FLOORING GROUP</td>
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<tr>
<td>BUCKHEAD</td>
<td>Interface</td>
</tr>
<tr>
<td>PEACHTREE</td>
<td>Shaw Contract Group</td>
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<tr>
<td>PIEDMONT</td>
<td>Allsteel</td>
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<tr>
<td>FORSYTH PARK</td>
<td>OFS Brands</td>
</tr>
<tr>
<td>DOGWOOD</td>
<td>Kimball Office</td>
</tr>
<tr>
<td>CORPORATE</td>
<td>Hendrick</td>
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</tbody>
</table>
PLEDGE FORM

Contact: ____________________________________________

Company: __________________________________________

Address 1: __________________________________________

Address 2: __________________________________________

Email: _____________________________________________

Phone: _____________________________________________

Chapter PATRONSHIP Pledge Amount
Please select your desired patronship level.

☐ BUCKHEAD $13,500

☐ PEACHTREE $8,500

☐ PIEDMONT $6,000

☐ FORSYTH PARK $4,000

☐ DOGWOOD $2,500

☐ MIDTOWN $1,000

☐ A&D $850

☐ RETREAT BENEFACCTOR (Underwrite)

☐ LOCAL BENEFACCTOR (Underwrite)

☐ NCIDQ HOST

Complimentary Membership for A&D Level Only.
Included in your Chapter Partnership is an allowance that can be applied to new IIDA Associate memberships. We only request that the membership goes to someone who is not a current member. Each A&D Patron Firm is responsible for selecting the recipient and for providing all forms and paperwork to the IIDA Georgia Chapter for processing.

Recipient (if known): ________________________________

Email your completed form to: industry@iidageorgia.org. Forms will not be accepted until Friday, November 18, 2016 starting at 9am, and must be received no later than Friday, December 16, 2016. An invoice will follow with payment options by check or credit card (Eventbrite).

THANK YOU for your ongoing support of the IIDA Georgia Chapter