

ASID FLORIDA NORTH SPONSORSHIP SPRING 2020

The ASID Florida North Chapter is a professional community of interior designers, industry partners, educators, and students who are committed to design excellence. Each year, we partner with those in the industry to provide opportunities for building new connections with interior designers while reinforcing other established relationships. It's these essential connections that allow our communities to thrive. We may have reached out to you in the past regarding this opportunity, but we also realize that marketing strategies can shift from year to year. We appreciate your consideration in advance this year and want to give you an overview of our ideas for moving forward over the next several months.

The reality of COVID-19 has afforded a context for us to reevaluate our initial vision for our 2020 Chapter Weekend. We are usually planning our annual September event at this time, which includes CEUs, a mini-trade show, and an awards gala. Although restrictions are easing, uncertainty still exists about how we can gather over the next several months. As a result, we decided to cancel our in-person event and hold an alternate virtual awards ceremony.

So, what do designers do best? We figure out how to keep solving the puzzle until the pieces fit.

Over the last few months, we have shifted our in-person gatherings and CEUs to a virtual delivery method. We were excited to launch an 8-week collaborative webinar series where sponsors have either held virtual online libraries to share new product launches or offered CEUs for practitioners and students. Usually, because of the geographic size of our chapter, we hold these events separately in our major cities. This new platform provided us a successful way to link multiple design communities in Orlando, Jacksonville, and Tallahassee simultaneously and further promote our sponsors on social media.

We, as a board, envision this way forward (at least for the next few months) so that we can offer you opportunities to safely connect with our members and continue to forge those relationships. We are also sensitive to the fact that economic uncertainty is a reality of the pandemic too.

This new vision is evolving in exciting ways! As we revisit the award-winning designs of our 2019 Design Competition on social media over the next several months, we hope you notice a new addition to those posts. We wanted to create a bridge between the award-winning projects and our sponsors, industry partners, and their products. With the information provided by our winners, we can now tag their vendors in the winner post of each category! Last year, we had a record number of 75 entries and 34 winners! Our 2020 Design Competition is now in full swing, and we will continue to implement this change as we move forward with announcing those results.

This year's sponsorship package offers several options. Please review the list and see where you might find the most value for your company. We have opportunities that range from hosting your company's video on our new ASID Florida North YouTube channel, conducting live and interactive virtual CEUs and product libraries, and chances to contribute to the 2020 Design Competition winners' gift baskets. These 20-21 sponsorships will run from the beginning of your commitment until October 1, 2021, so there is time to develop the vision for which we can best promote your company.

We can't reiterate enough how much we value your partnership! I am often reminded of the phrase "Community over Competition" by our incoming president, Ariel Cox, and it seems so appropriate now more than ever as we find creative ways to continue to do what we love! Let's keep building our design community and finding ways to impact lives positively! I hope you will consider a 2020 sponsorship with us!

Please don't hesitate to reach out to me at 850-284-4235 or President@fln.asid.org with any questions. For assistance with becoming a sponsor, contact our Administrator, Anika Ruff, at 407-256-0010 or administrator@fln.asid.org. We look forward to working with you over the upcoming year!

Warm regards,



Kelley Robinson, NCIDQ, ASID, IDEC, LEED Green Associate
ASID Florida North President, 2019-2020

AMERICAN SOCIETY OF INTERIOR DESIGNERS

FLORIDA NORTH CHAPTER

SOCIAL

400+

interior designer
members

700+

email list
subscribers

780+

likes
/asidfloridanorth

1,100+

followers
@asidfloridanorth

30-40

virtual CEU
designer
attendees

MISSION STATEMENT

The ASID Florida North Chapter celebrates design, inspiring and enriching its members and community through education, experiences, and relationships.

VALUES STATEMENT

ASID is a professional community committed to interior design excellence. The success of our Society is proven in our vast membership from the brightest newcomers to the wisest pioneers. We are driven by our passion for design. We have the courage to intentionally examine our failures as well as celebrate our successes, and in the process demonstrate the power design has to positively change people's lives.

THE ASID WHY STATEMENT

- ASID advances the profession and communicates the impact of interior design to enhance the human experience.
- ASID leads collaboration with those working to promote the value of interior design.
- ASID prepares its members to excel in a dynamic and evolving profession competing in a global marketplace.
- ASID advances the profession by generating, collecting and disseminating applied knowledge.

PAST/CURRENT SPONSORS

Crestron
Westminster Teak
Sherwin Williams
Cambria
Coverings Show
Kichler Lighting
PPG Paints
Control 4
Carpet Source
Daltile
Made Goods
The Phillips Collection
Currey & Co

Martha Graham & Associates
Matt Manning Surfaces
About Floors N' More
Ferguson
Legrand
Boral Roofing
Hollingsworth
Artisan Kitchen & Bath Gallery
California Closets
White Glove Delivery
Lutron
Any Old Stone now UMI Stone

CONNECT WITH US!

 [instagram.com/asidfloridanorth](https://www.instagram.com/asidfloridanorth)

 [facebook.com/asidfloridanorth](https://www.facebook.com/asidfloridanorth)

 fln.asid.org

 bit.ly/asidflnorthyoutube

 **DESIGN COMMUNITIES:**
Orlando, Jacksonville,
Tallahassee, Vero Beach
and Pensacola.

BOARD & COMMITTEE MEMBERS

President: Kelley Robinson, NCIDQ,
ASID, IDEC, LEED Green Associate

President-Elect: Ariel Cox, Allied ASID,
CAPS

Financial Director: Michael House,
Allied ASID

Membership Director: Leslie Larkin,
Allied ASID

Communication Director: Dawn
Henderson, Allied ASID

Professional Development Director:
Toni Stutes, NCIDQ, ASID

Director at Large: Anna Maddamma

Student Representative to the Board:
Katie Burdett, Student ASID

Jacksonville DCC: Michael House, Allied
ASID

Orlando DCC: Lindsay Matteoni, Allied
ASID

Vero Beach DCC: Anna Tillery

Tallahassee DCC: Ashley Farrell,
NCIDQ, ASID & Anna Osborne, NCIDQ,
RID, ASID, WELL AP

Legislative Chairperson: Lisa Waxman,
Ph.D., NCIDQ, FIDEC, ASID, LEED AP
ID+C

Chapter Administrator: Anika Ruff

2019 DESIGN COMPETITION WINNERS!

RESIDENCE UNDER 1500 SQFT:

First Place - John McClain Design

Second Place - A. Clore Interiors

MODEL HOME / SHOW HOUSE:

First Place - Lisa Gielincki Interior Design

Second Place - Robyn Branch Design

RESIDENCE GREATER THAN 5000 SQFT:

First Place - Amanda Webster Design, Inc.

Second Place - Lisa Gielincki Interior Design

RESIDENCE 3000-5000 SQFT:

First Place - Spectrum Interior Design

Second Place - Leah Muller Interiors

RESIDENTIAL BATH:

First Place - Amanda Webster Design, Inc.

Second Place - Lisa Gielincki Interior Design

KITCHEN:

First Place - Paradigm Interiors

Second Place - Workshop 131, Inc.

OUTDOOR LIVING

First Place - Group 4 Design

RESIDENTIAL RENOVATION

First Place - Lisa Gielincki Interior Design

Second Place - John McClain Design

INDIVIDUAL SPACE

First Place - Amanda Webster Design, Inc.

Second Place - Paradigm Interiors

CUSTOM DESIGN ELEMENT

First Place - Catlin Design

Second Place - Evans Construction & Design

HISTORIC PRESERVATION

First Place - A. Clore Interiors

Second Place - Paradigm Interiors

WILD CARD

First Place - Paradigm Interiors

Second Place - Lisa Smith Designs

ARCHITECTURAL DETAILING

First Place - Catlin Design

Second Place - Amanda Webster Design, Inc.

INDIVIDUAL SPACE

First Place - HOTA Design Studio

CORPORATE

First Place - Catlin Design

Second Place - Group 4 Design

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ID+C

Chapter Administrator: Anika Ruff

2019 DESIGN COMPETITION WINNERS!

cont.

HEALTH CARE

First Place - Evans Construction & Design

INSTITUTIONAL

First Place - Group 4 Design

RETAIL

First Place - Group 4 Design

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Ph.D., NCIDQ, FIDEC, ASID, LEED AP
ID+C

Chapter Administrator: Anika Ruff

2018 DESIGN COMPETITION WINNERS!

HOSPITALITY:

Honorable Mention - Workshop 131, Inc.

HEALTH CARE:

Honorable Mention - Lisa Gielincki Interior Design

INSTITUTIONAL:

First Place - Hota Design Studio

CORPORATE:

First Place - Workshop 131, Inc.

Honorable Mention - Swetmon & Associates

LEED CERTIFIED:

First Place - Ted Maines Interiors

RESIDENTIAL CUSTOM DESIGN ELEMENT:

First Place - Schulte Design Associates

RESIDENTIAL WILD CARD:

First Place - Schulte Design Associates

Honorable Mention - Swetmon & Associates

RESIDENTIAL INDIVIDUAL SPACE:

First Place - Evans Construction & Design

Honorable Mention - Lisa Gielincki Interior Design

RESIDENTIAL OVER 5000 SQ.FT.:

First Place - Lisa Gielincki Interior Design

Second Place - John McClain Design

Honorable Mention - Schulte Design Associates

RESIDENTIAL 3000-5000 SQ.FT.:

First Place - Spectrum Interior Design

Second Place - John McClain Design

Honorable Mention - John McClain Design

RESIDENTIAL 1500-3000 SQ.FT.:

First Place - Amanda Webster Design, Inc.

Second Place - Robyn Branch Design

RESIDENTIAL BATH:

First Place - John McClain Design

Honorable Mention - Schulte Design Associates

RESIDENTIAL KITCHEN:

First Place - John McClain Design

Second Place - Schulte Design Associates

Honorable Mention - Lisa Gielincki Interior Design

OUTDOOR LIVING:

First Place - Evans Construction & Design

Honorable Mention - Lisa Gielincki Interior Design

RESIDENTIAL RENOVATION:

First Place - Schulte Design Associates

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ASID FLORIDA NORTH SPONSORSHIP BENEFITS



20-21

SOCIAL MEDIA
VIDEO OF
COMPANY/
PRODUCT
SHOWCASE

VENDOR PROVIDED

VIRTUAL DESIGN
COMMUNITY
EVENTS/CEUS/
VIRTUAL
MATERIALS
LIBRARY

SOCIAL/
E-BLASTS FOR
DESIGN
COMMUNITIES
WITH LOGO*

ADDITIONAL
SOCIAL/
E-BLASTS

AWARD GIFT
BASKET
CONTRIBUTOR

(WILL BE USED TO
PURCHASE LOCAL
HANDMADE ITEMS SUCH
AS COFFEE, WINE, BOOKS,
CANDLES, ETC.)

PLATINUM
PRESENTING
SPONSOR

\$1,500

YES

3

3

3

YES

GOLD
PRESENTING
SPONSOR

\$500

YES

2

2

2

YES

PRESENTING
SPONSOR

\$300

NO

1

1

NO

YES

AWARD
SPONSOR

\$100

NO

NO

1

NO

YES

*EMAIL YOUR DESIGN COMMUNITY: \$100 INDUSTRY PARTNER/\$300 NON-PARTNER
EMAIL THE CHAPTER: \$400 INDUSTRY PARTNER/\$800 NON-PARTNER