

# ASID FLORIDA NORTH SPONSORSHIP SPRING 2020

Thank you for your previous sponsorship with the ASID Florida North Chapter! We appreciate your partnership and hope that it has provided opportunities to build new connections with interior designers while strengthening the established relationships you had with others.

The reality of COVID-19 has afforded a context for us to reevaluate our initial vision for our 2020 Chapter Weekend. We are usually in the planning stages of our annual September event at this time. 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 posts 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 with any questions at 850-284-4235 or [President@fln.asid.org](mailto:President@fln.asid.org). For assistance with becoming a sponsor, contact our Administrator, Anika Ruff, at 407-256-0010 or [Administrator@fln.asid.org](mailto:Administrator@fln.asid.org). We look forward to working with you over the upcoming year!

Warm regards,

A handwritten signature in black ink, appearing to read 'Kelley Robinson', with a stylized, flowing script.

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)

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 **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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ASID

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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!

cont.

### HEALTH CARE

First Place - Evans Construction & Design

### INSTITUTIONAL

First Place - Group 4 Design

### RETAIL

First Place - Group 4 Design

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ID+C

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## 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

Honorable Mention - Amanda Webster Design, Inc.

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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