

2023

patron program

design for the future

IIDA | NORTHERN
CALIFORNIA
chapter

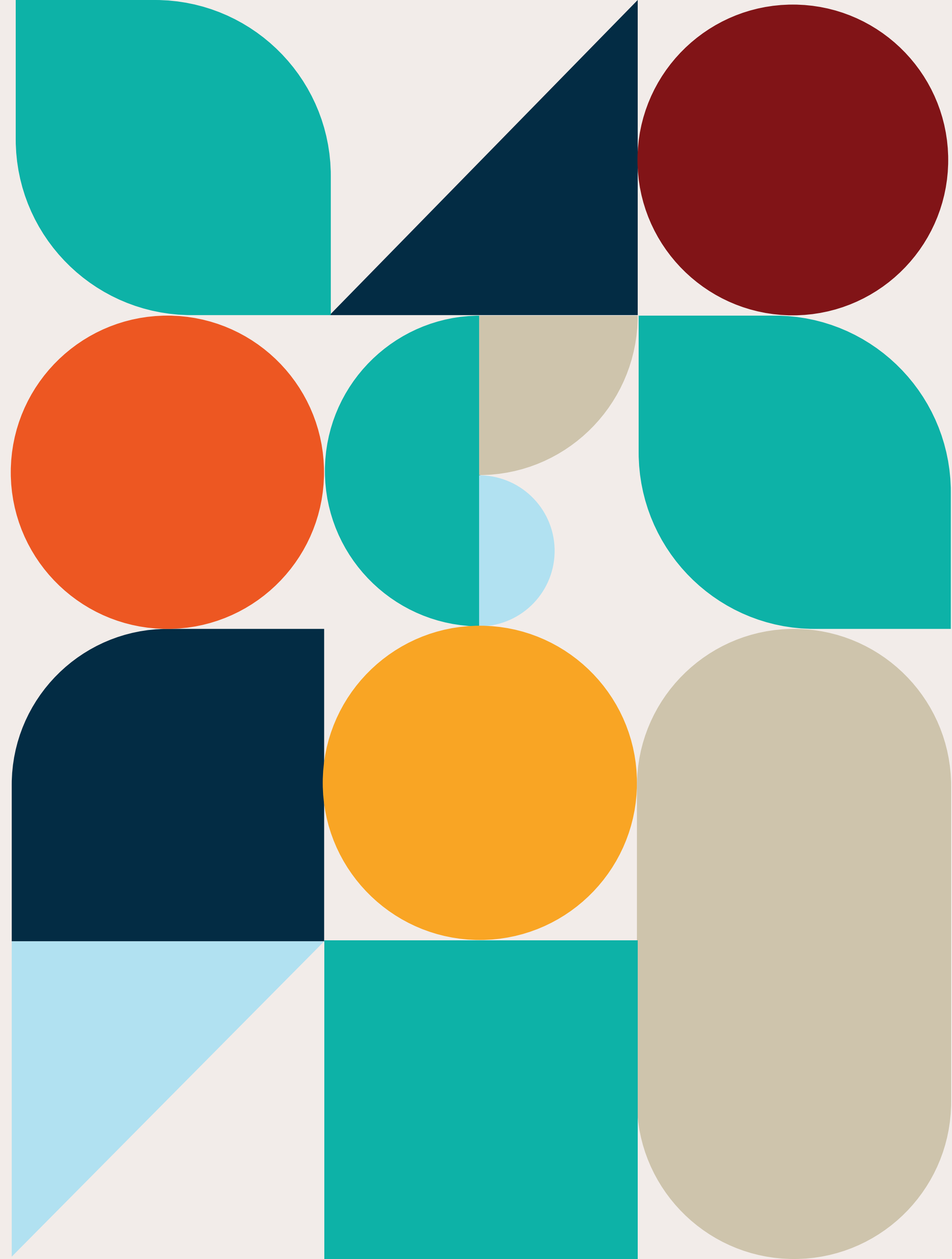


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Letter from the President

In the next decade, the profession of Interior Design will continue to play a critical role in solving our times' financial, economic, and societal challenges.

Dear Patrons of the IIDA Northern California Chapter,

I am beyond honored and humbled to serve our one-of-a-kind IIDA Northern California Chapter as President. This year offers hope and optimism that I feel our community has fully embraced. It is a pivotal year. As the world re-emerges from the pandemic, we strive to continue to be a place to call home, a place to return to, to be with others, and to feel whole again. That is the power of our Chapter.

I grew up in this community, and I sincerely believe in the value it brings because I've experienced it firsthand. My first involvement with IIDA was while I was a design student at San Jose State. For the past 20 years, being a part of IIDA in Northern California has profoundly impacted my personal and professional growth. Today, I continue to be inspired by the immense power of our community, the work, the friendships, and the Chapter's commitment to driving positive change in our world.

In the next decade, the profession of Interior Design will continue to play a critical role in solving our times' financial, economic, and societal challenges. We live in a complex, ever-changing, uncertain world. Our clients embark on complex projects, our communities seek transformational experiences, and we strive to have a real impact on the greater good through our work.

With the leadership of Verda Alexander in the past year, our Advocacy team has been tireless in raising awareness, status, and recognition of commercial interior design in California and beyond. The EDI team has led a series of tough conversations, unpacking injustice in all forms. In addition, the Climate Action Committee has launched industry-wide "coffee chats" to learn from each other and help solve climate change

together. These are just a few of the many initiatives our Board, City Centers, and Committees will continue to drive alongside our Chapter goals for 2023:

- 1 Grow Our Community** – not surprisingly, our Chapter's membership has dropped in the pandemic years. While we may not fully recover to pre-pandemic levels, we believe that we can grow a more robust, engaged, and active base.
- 2 Strengthen our Profession** – we are re-launching our Mentorship program in a renewed in-person format. The goal is to engage, support, and nurture those in our community who seek professional networks, growth, and career advancement at all levels.
- 3 Impact Beyond Design** – we are great at telling each other how important and valuable design is. But aren't we preaching to the choir? We want to start telling our story to those outside the design industry, clearly demonstrating our ability to be agents for good in our extended communities.

As challenging and unusual as the last two years have been, I am excited and optimistic about what's ahead because of all of you. So join us in supporting a better future, design excellence, and the wonderful Northern California IIDA community we call home.

Thank you.

Sincerely,

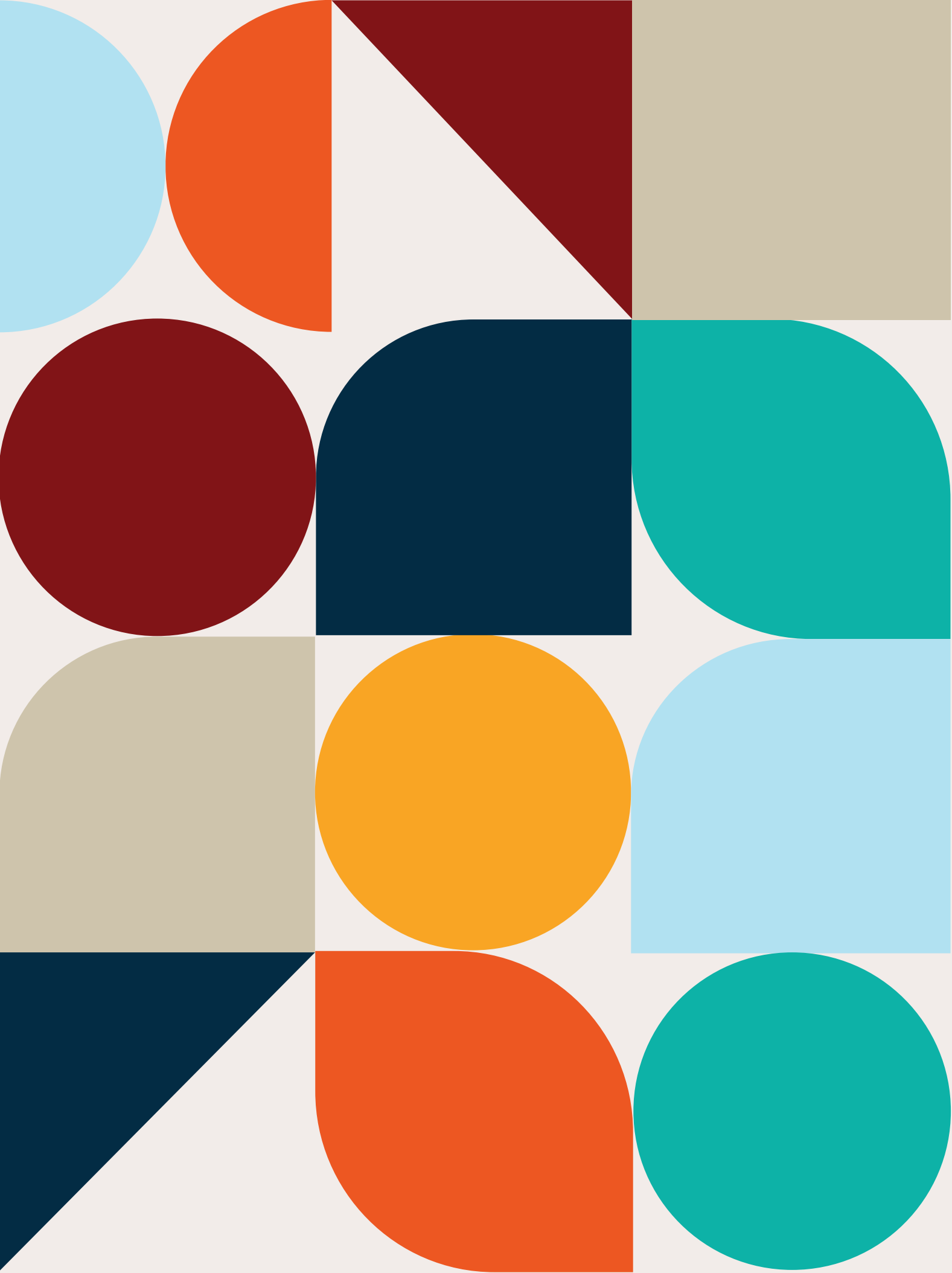


Yana Ronin, IIDA

IIDA Northern California Chapter President
Founder & Chief Strategist
FORTYSEVEN LLC



yana
ronin



patron program

The award winning **Northern California Chapter** of the International Interior Design Association (IIDA) is a vibrant, active and diverse membership of **more than 650 members**. The greatest benefits of membership are the connections & camaraderie between our chapter members, which are both enjoyable and career enhancing.

We cultivate a strong community through the five major chapter events we host each year and the numerous Professional Development & City Center events that occur throughout the year. Being active in the management of the Chapter is an excellent way to improve your leadership skills and visibility. Staying informed about changing government regulation, licensing and other issues affecting interior designers is an important benefit of membership in IIDA Northern California.

design for the future

Our Future depends on our youngest generation, who will become tomorrow's educators, change agents, and leaders. In 2023, our Chapter will support organizations whose efforts positively impact the minds and experiences of young individuals. By shaping how they learn and collaborate, we have the power to lay the groundwork for a well-informed and more compassionate future.



advocacy

The goal of IIDA's advocacy efforts is to ensure that Commercial Interior Designers can practice to their fullest abilities through robust interior design legislation. Interior Design legislation helps establish and maintain professional standards that protect the health, safety and welfare of the general public. IIDA firmly believes that legal recognition, achieved through licensing, registration, and certification, brings uniformity to the profession, defines responsibility, and encourages excellence in the Interior Design industry.



From left to right: Adam Newton, Asst VP of Advocacy; Melanie Harbert, Silicon Valley Advocacy Chair; Nick Steele, Former VP of Advocacy Co-Chair; 2021 Legislator of the Year, Senator Dave Cortese; Verda Alexander, IIDA NC Immediate Past-President

climate action

IIDA NC is putting the climate crisis first and demonstrating how Interior Designers can make an impact and be a part of the solution. The Climate Action Committee has been hard at work planning a monthly Climate Crawl where designers will meet at each other's firms and share stories of success and challenges in implementing sustainable strategies. The IIDA website will host links, resources, and learnings from what our members are doing to address climate change. Presentations and panel talks will bring everyone into the conversation and spotlight those leading efforts to tackle climate change. The committee will continue to garner support for key climate resilience and mitigation legislation.



237 MPD | IA Interior Architects + Lundberg Design
Long View | 2022 Honor Awards

equity diversity & inclusion

The IIDA NC EDI Committee is devoted to IIDA's Commitment for the sustained, intentional, and organized dismantling of racism in all of its forms and instances. Our EDI Committee strives to nourish, train and uplift all those that add to the culture of IIDA through progressive values that correctly acknowledge the need for justice for all in our industry and in our communities.

Our EDI efforts will continue through your patronage, convening conversations, offering training workshops and speaking engagements to build increased awareness and foster change within our industry.



ARTIS Ventures | Studio O+A
Work Small, Best of Show | 2022 Honor Awards

philanthropy

By aligning our Chapter and City Centers under a unified theme each year, we are able to address the needs of our local community in a relevant & meaningful way.

Design for the Future – 2023

Design for Dignity – 2024

Design for Empowerment – 2025

Design for Wellness – 2026



Positive Resource Center | Gensler + Revel Architecture & Design
Long View | 2021 Honor Awards

2022 Beneficiaries



philanthropy partners

We focus our support in our communities and with organizations that we can impact through design.

East Bay City Center Larkin Street Youth Services

Fresno City Center Rebuild Our Sierra

Sacramento City Center American River Conservancy

San Francisco City Center Casa de la Madres

Silicon Valley City Center Next Moves

More than a Partnership

becoming a patron

The IIDA Northern California Chapter Patron Program is an amazing opportunity for our supporters and friends to make meaningful annual contributions to the programs and events that the IIDA presents.

IIDA Northern California brings educational, networking and professional opportunities to our members, patrons and the community at large. Your contribution will allow us to continue to provide these special programs, will help provide funding for Chapter operations, and will also support the ongoing efforts to legislate the practice of interior design. Our Partnership levels vary by contribution amount and benefits so that you can choose a level which is most comfortable for you and/or your firm.

Becoming a Patron is more than a Partnership, it is an opportunity to be a part of something special!

Expect MORE.

IIDA advances the profession of interior design through the progressive cultivation of innovative leadership and by constantly advocating for exceptional design.

Know MORE.

Education is a life-long pursuit, and does not end when you graduate. IIDA supports your professional development with continuing education programs, providing knowledge and confidence to prosper in today's evolving market place.

Learn MORE.

Design is an emotional aesthetic and intellectual pursuit. Engage your passion. Satisfy your curiosity. Stay current with the latest discourse in design with news and info updates from IIDA and your chapter.

Practice MORE.

IIDA tracks and supports legislation that raises the bar for the profession and protects your right to practice.

Do MORE.

IIDA forums offer a venue for discussion with professionals and dissemination of information on trends, problem-solving strategies and perspectives on current or developing areas of design practice within specific markets.

Say MORE.

We support, encourage and convene avid, active discourse about the issues and forces that are shaping, changing and pushing the profession.

Grow MORE.

IIDA is a catalyst for your professional development.

you make a difference

Advocacy

After 30 years of little legislative advancement, California's regulation of commercial interior designers is woefully outdated. As the voice for the industry, IIDA's advocates are seizing on national momentum and exciting local progress to introduce new legislation allowing California Commercial Interior Designer's to practice to their fullest abilities. Your donation towards Advocacy enables Board members to participate in legislative events, including one-on-one meetings with lawmakers and in-person testimony at the state capitol, allowing IIDA face time with decision making legislators.

Climate Action

IIDA NC is putting the climate crisis first and demonstrating how Interior Designers can make an impact and be a part of the solution.

Equity, Diversity & Inclusion

The IIDA EDI Committee is dedicated to supporting and uplifting all those that add to the culture of IIDA through progressive values that acknowledge

the need for justice for all in our industry and in the communities we design. Our EDI efforts will continue through your patronage, convening conversations, offering training workshops and speaking engagements to build increased awareness and foster change within our industry.

Membership

IIDA membership offers benefits for both creative and career growth through our events, networking opportunities, and close connection to industry news and developments. Your support helps us attract and retain memberships at all levels from Students to Professionals.

Philanthropy

Each year, through your patronage and and volunteering, IIDA NC supports nonprofits in every geography the Chapter covers. By aligning our Chapter and City Centers under a unified theme each year, we are able to address the needs of our local community in a relevant and meaningful way.

Professional Development

Continuing education and research have been a core commitment at IIDA since we were founded. IIDA NC supports professional development through yearly NCIDQ test prep sessions, ongoing CEU offerings. Our mentorship program nurtures the next generation of designers in our community called PEP (Professional Empowerment Program).

Student Affairs

The IIDA NC annual Student Conference brings over 125 students from all over Northern California together in San Francisco for a full day of speakers, tours, and chances to sit down with industry professionals to learn more about what their future holds. This event has proved to be immensely popular with students, faculty, and members alike. Your donation towards the annual Student Conference helps to offset costs of hosting our future designers.

2022 Patrons

thank you!

The IIDA Northern California Chapter would like to thank our patrons for their generous contributions and pledge in support of the work our organization does.

[Learn more >>](#)

Platinum

Porcelanosa
two

Gold

Gensler

Silver

Allsteel, Andreu World, Arper,
InsideSource, Interface, MillerKnoll,
Mohawk Group, One Workplace,
Pivot, Teknion

Bronze

Crossville, DPR Construction, GCI, KBM Hogue,
Knak, Majestic Floors, Steelcase, Stone Source

Nickel

Allermuir, Be.workplace deisgn, Haworth, HOK, Huntsman,
Keilhauer, MG West OFS, RMW, Samclar, The Collective,
Todd, Trope Group

Design

AP+I, Blitz, Brereton, EHDD, Revel

Advocacy

Supporting Sponsors
Pivot, RMW

Climate Action

Title Sponsors

O+A, One Workplace

Supporting Sponsors

AP+I, EHDD, InsideSource, Mohawk Group, RMW

EDI

Title Sponsors

GCI, MillerKnoll

Supporting Sponsors

KBM Hogue, RMW

patron benefits

	PLATINUM \$24,000	GOLD \$18,000	SILVER \$14,000	BRONZE \$9,500	NICKEL \$5,500	DESIGN \$2,800
Honor Awards	VIP Seating 2 Tables of 10 (20 seats total)	Premier Seating 1-1/2 Tables (15 seats total)	Preferred Seating 1 table (10 seats total)	1/2 Table (5 seats total)	Select one: 1/2 table at Honor Awards or Leaders Breakfast	Select one: 2 tickets for Honor Awards or Leaders Breakfast
Pioneers in Design	10 VIP Area Seats & 10 Premier Area Seats	15 Premier Area Seats	10 Premier Area Seats	5 General Area Seats	Select one: Pioneers (5 GA Seats) or Golf Foursome or Tee Box Sponsorship	N/A
Leaders Breakfast	VIP Seating 2 Tables of 10 (20 seats total) & 5 tickets to pre-event reception	Premier Seating 1-1/2 Tables (15 seats total) & 3 Tickets to pre-event reception	Preferred Seating 1 table (10 seats total)	1/2 Table (5 seats total)	Refer to choice above	Select one: 2 tickets for Honor Awards or Leaders Breakfast
Golf Tournament	1 Foursome or Event Sponsorship	1 Foursome or Event Sponsorship	1 Foursome or Event Sponsorship	1 Foursome or Event Sponsorship	Refer to choice above	N/A
Patron's VIP Event	5 Event Tickets	4 Event Tickets	3 Event Tickets	3 Event Tickets	2 Event Tickets	2 Event Tickets
Verbal Recognition on stage at Signature Events	YES	YES	-	-	-	-
Social Media Friday	4 Fridays	3 Fridays	2 Fridays	2 Fridays	1 Friday	1 Friday
Chapter/City Center Allotment to be allocated in incremenets of \$250	\$1,750	\$1,250	\$1,000	\$750	\$500	\$250

All Patrons Receive:

5% off total expense of 2023 Patron Program per Chapter Leadership Position (IIDA NC Chapter Board, City Center Directors and Chapter Event Committee Chairs)

10% Discount for additional tables/tickets at chapter events

2023 Events

calendar

In addition to these scheduled events, we have several additional chapter and city center events that are planned throughout the year.

[Upcoming Events >>](#)

- Advocacy
- Chapter
- Student Affairs
- East Bay City Center
- Fresno City Center
- Sacramento City Center
- San Francisco City Center
- Silicon Valley City Center

JANUARY

- PEP! Kick-Off Event
- Member Appreciation (SF)
- Patron VIP Event

APRIL

- CEU Event (SF)

JULY

OCTOBER

- GOLF TOURNAMENT
- Scene Local (SF)
- Apps & Advocacy (EB)

FEBRUARY

- Apps & Advocacy (SF)
- Member Appreciation (SV)
- Student Conference (SA)

MAY

- Design in Motion (EB)
- PIONEERS IN DESIGN
- Culinary Challenge (SV)

AUGUST

NOVEMBER

- Mixer Event (SV)
- Design Expo (S)

MARCH

- Member Appreciation (EB)
- Design Expo (F)
- HONOR AWARDS

JUNE

- Member Appreciation

SEPTEMBER

- LEADERS BREAKFAST
- Design Expo (SV)
- Merge (S)

DECEMBER

advocacy

Every day in state capitols around the country, lawmakers make decisions on issues that affect Commercial Interior Design and how interior designers practice. As the voice for the industry, IIDA advocates for its members and the profession, so interior designers may practice to their fullest abilities. Your donation towards Advocacy enables Board members to participate in legislative events, allowing IIDA face time with decision making legislators.

As an advocacy sponsor, your logo and firm name will be referenced as a supporter of Commercial Interior Designers fight to secure clear and consistent stamp and seal privileges throughout California.

Sponsorship Options

Advocacy Title Sponsor \$5,000

Verbal Recognition during Advocacy presentations and at Advocacy oriented events, Logo will be prominently included on presentation material, Includes ALL Nickel level benefits

Advocacy Supporting Sponsor \$1,000

Logo included on collateral used in Advocacy presentations and handouts

climate action

The IIDA NC Sustainability Committee is exploring how we can empower our community to navigate the real need for Climate Action. Design and designers have a bigger role to play than we ever imagined; we are problem solvers and today's problems are immense. We need to ask ourselves how our designs can make a positive impact and the Sustainability Committee will convene thought leaders, training workshops, and presentations to build increased awareness and foster change within our industry.

Your patronage will support the development of IIDANC Climate Action information and materials, and help us convene workshops and presentations for IIDA NC and our community.

Sponsorship Options

Climate Action Title Sponsor \$5,000

Verbal Recognition during Climate Action presentations and at sustainability oriented events, Logo will be prominently included on presentation material, Includes ALL Nickel level benefits

Climate Action Supporting Sponsor \$1,000

Logo included on collateral used in Climate Action presentations and handouts

Benefit Details

equity diversity & inclusion

The IIDA EDI Committee is dedicated to supporting and uplifting all those that add to the culture of IIDA through progressive values that acknowledge the need for justice for all in our industry and in the communities we design. Our EDI efforts will continue through your patronage, convening conversations, offering training workshops and speaking engagements to build increased awareness and foster change within our industry.

Your patronage promotes the development and continued effort to create a more diverse, equitable, and inclusive design industry. We are committed to our industry's journey to build a holistic human-centric future.



Sponsorship Options

EDI Title Sponsor \$5,000

Verbal Recognition during EDI workshops, presentations and events, Logo will be prominently included on presentation material, Includes ALL Nickel level benefits

EDI Supporting Sponsor \$1,000

Logo included on collateral used in EDI presentations and handouts

Benefit Details

student conference

The IIDA NC annual Student Conference brings over 125 students from all over Northern California together in San Francisco for a full day of speakers, tours, and chances to sit down with industry professionals to learn more about what their future holds. This event has proved to be immensely popular with students, faculty, and members alike. Your donation towards the annual Student Conference helps to offset costs of hosting our future designers.

Your donation towards the annual Student Conference helps to offset costs of hosting our future designers.



Sponsorship Options

Title Sponsor \$5,000

Sponsor logo prominently featured on all; graphics and banners and in all email blasts; can include materials in giveaway bags; Includes ALL Nickel level benefits

Keynote Sponsor \$2,500

Sponsor logo on screen during key note speaker address (1 hour); sponsor will get special mention at start and finish of key note address; can include materials in giveaway bags

Breakfast Sponsor \$1,500

Sponsor logo on board at breakfast setup; sponsor will get special mention at start and finish of breakfast; can include materials in giveaway bags

Lunch Sponsor \$1,500

Sponsor logo on board at lunch setup; sponsor will get special mention at start and finish of lunch; can include materials in giveaway bags

Table Sponsors \$500 each

Table Sponsors will have name displayed on table topper

Benefit Details

east bay city center

Design in Motion

Time of Year September

Focus Annual Charity Event raising funds and creating awareness of local non-profit organization that strive to help the community through the power of design.

Level 1 \$1500

- Company logo on all promotional material
- Recognition on stage, event page of iidanc website & all social media/PR
- Premier front row full table for 8
- Includes 16 drink tickets

Level 2 \$1000

- Company logo on all promotional material
- Recognition on stage, event page of iidanc website & all social media/PR
- Full table for 6
- Includes 12 drink tickets

Level 3 \$750

- Company name on all promotional material
- Recognition on stage, event page of iidanc website & all social media/PR
- Half table seating for 4 people
- Includes 8 drink tickets

Level 4 \$500

- Company name on all promotional material
- Recognition on stage, event page of iidanc website & all social media/PR
- Half table seating for 2 people
- Includes 4 drink tickets

fresno city center

Design Expo

Time of Year March

Focus Join us for an inspiring evening as interior and architectural vendors showcase their latest and greatest products.

Sponsorship Options

Vendor Booth \$250

- Booth & floor space to display product



Benefit Details

sacramento city center

Merge

Time of Year September

Focus Created to challenge and inspire, where local designers from Architecture and Interior Design firms turn architectural material into fashion ensembles.

Sponsorship Options

Level 1 \$1,500

- VIP tickets for 8 people
- Champagne service
- Company logo displayed at event and on website

Level 2 \$1,000

- VIP tickets for 4 people
- Champagne service
- Company logo displayed at event and on website

Level 3 \$500

- VIP tickets for 2 people
- Champagne service
- Company logo displayed at event and on website

Design Expo

Time of Year November

Focus Join us for an inspiring evening as vendors showcase the latest and greatest products.

Sponsorship Options

Vendor Booth \$250

- Booth & floor space to display product

san francisco city center

Scene Local

Time of Year Fall

Focus This immersive and interactive design collaboration event showcases, inspires and encourages creativity within our industry. A signature, San Francisco event, this is an elevated tradeshow-esque experience elevated by an integration of art and artists.

Level 1 \$2000

- Participation in a designed vignette
- Entry tickets for 10 people & discounted entry tickets for additional purchase
- First right of refusal for additional event sponsorship opportunities
- Recognition of sponsorship in all PR opportunities
- Prominent recognition of sponsorship at the event
- Company name and logo on all promotional materials

Level 2 \$1000

- Participation in a design team vignette
- Entry tickets for 6 people
- Company name & small company logo on all promotional materials
- Recognition on stage and IIDA website

silicon valley city center

Project Build

Build Year 2024

Focus Project Build is a 3 day event where designers and industry partners come together to build, renovate, and transform a space for our community.

We are actively fundraising this year for the next build in 2024. Donations and sponsorship will be needed for furniture, materials, and building supplies. Patron support for Project Build will be recognized on the IIDA website, on t-shirts for the Build Days, and completed project.

Sponsorship Options

Level 1 \$750

Level 2 \$500

Level 3 \$250

Design Expo

Time of Year September

Focus Join us for an inspiring evening as vendors showcase the latest and greatest products.

Sponsorship Options

Vendor Booth \$250

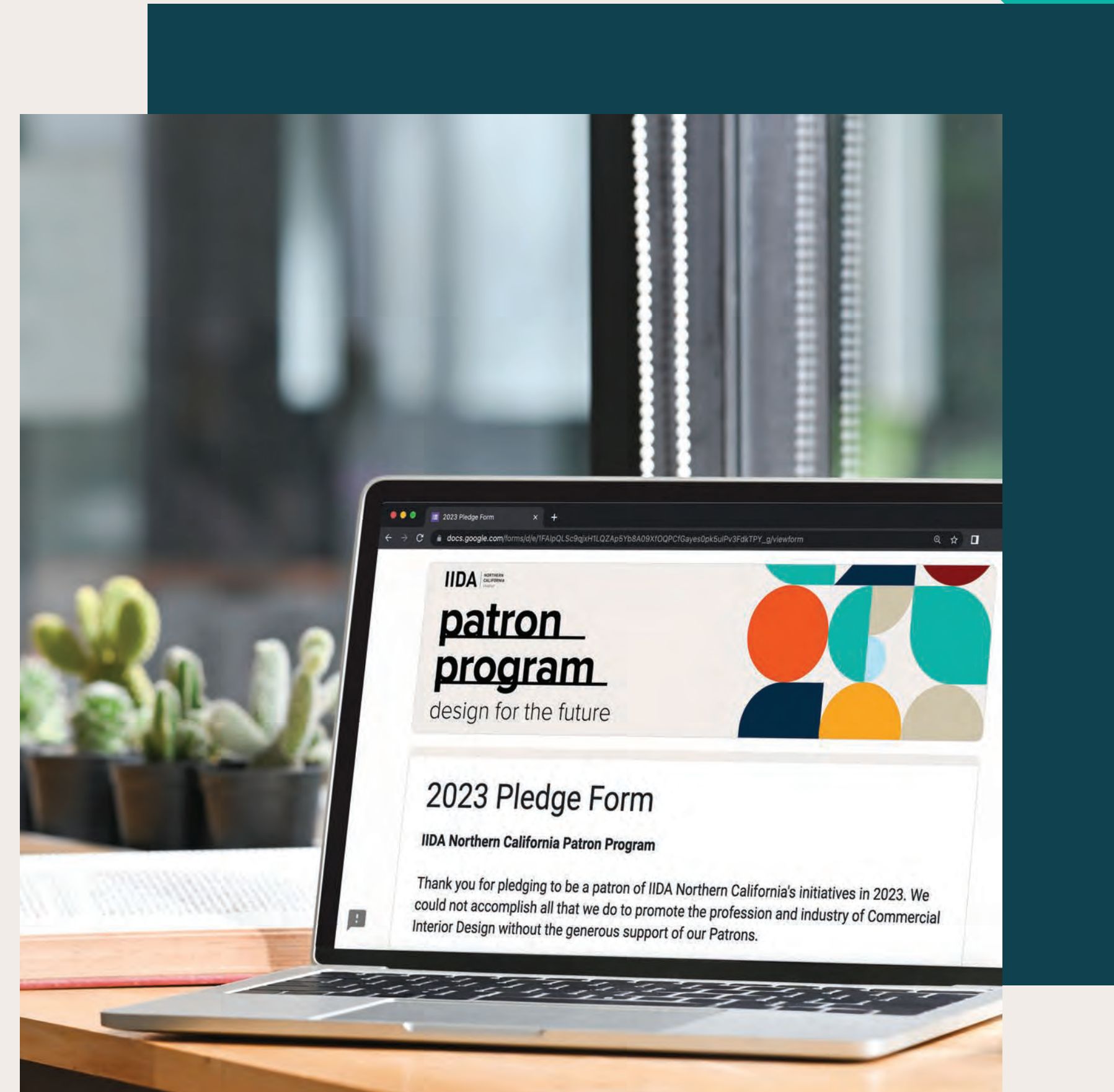
- **Discount off** booth & floor space

pledge form

Thank you for pledging to be a patron of IIDA Northern California's initiatives in 2023. We could not accomplish all that we do to promote the profession and industry of Commercial Interior Design without the generous support of our Patrons.

[Please select your patron level
& make your benefit selections
online >>](#)

NOTE: Patrons benefits do not commence until payment is received in full. Kindly complete your pledge form online no later than Friday, January 27, 2023 with your selections.



2023

connect

For additional questions please contact:

Marjorie Snyder

VP of Sponsorship

sponsorship@iidanc.org

Follow Us:

Website IIDANC.org

LINKEDIN [iida-northern-california](https://www.linkedin.com/company/iida-northern-california)

INSTAGRAM [@iidanorcal](https://www.instagram.com/@iidanorcal)

FACEBOOK [IIDANorthernCaliforniaChapter](https://www.facebook.com/IIDANorthernCaliforniaChapter)

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CALIFORNIA
chapter

