




CHAPTER SPONSORSHIP

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THANK YOU TO OUR 2024 *Winner's Circle Sponsors*



LOUISVILLE TILE



THANK YOU TO OUR 2024 *Heartland Sponsors*



Interface[®]

nora[®]

BG

MillerKnoll



THANK YOU TO OUR 2024 *Crossroads Sponsors*

patcraft®

Mannington®
COMMERCIAL

KETCHUM  WALTON co.

 FLOORING

ShawContract®

ESL / SPECTRUM
LIGHTING / CONTROLS / DESIGN



THANK YOU TO OUR 2024
A&D Firm Leaders & Advocates



JULIE & ELIZABETH





Dear Sponsors,

As we look ahead to an exciting new year, I am thrilled to serve as your Chapter President. Being based in Evansville, I am especially passionate about enhancing collaboration and connectivity across our three city centers. I believe that by fostering a stronger sense of unity among all our regions, we can elevate our community's impact and provide even more enriching opportunities for every member.

Looking ahead, 2025 promises even more growth and innovation. We're eager to build upon our Focus Groups, further enhancing the value they bring to our sponsors. Additionally, Advocacy will be at the forefront of our efforts. Our chapter is dedicated to amplifying the voice of interior designers and championing the causes that matter most to our industry.

Of course, none of this would be possible without the generous support of our sponsors. Your contributions are the backbone of our chapter's success, enabling us to bring new ideas to life, support professional growth, and create lasting impacts within our communities. Together, we can continue to strengthen our industry and inspire meaningful change. Thank you for your commitment and partnership. I am honored to work alongside each of you as we advance the IIDA mission and make a positive impact in Indiana.

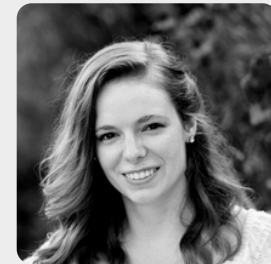
Victoria Wright

IIDA Indiana Chapter President

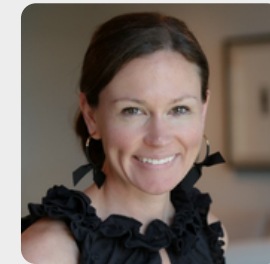
MEET THE BOARD



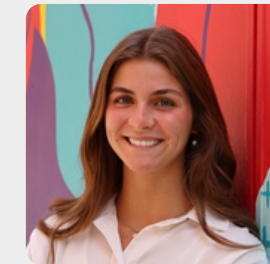
President
Victoria Wright, IIDA



President Elect
Ellie Watkins, IIDA
BSA LifeStructures



Past President
Adrienne Searcy, IIDA
Arris Design



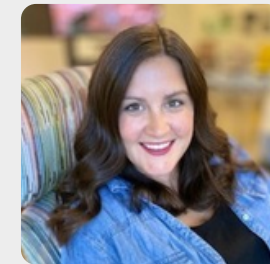
VP of City Centers, Fort Wayne
Abigail Redick, IIDA
Elevatus Architecture



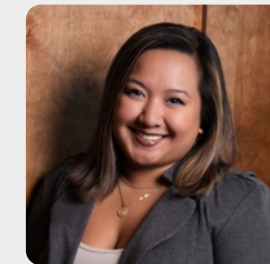
VP of Membership
Courtney Erickson, IIDA
Shaw Contract



VP of Communications
Mia Gronemeyer, Assoc. IIDA
Lohr Design, Inc.



VP of Sponsorship
Hannah Freiherr, Industry IIDA
Business Furniture + CO



VP of City Centers, Indianapolis
Julie Mohamad, Assoc. IIDA
krM Architecture



VP of Professional
Development
Director of Bold
Laken Taylor, Industry IIDA
OfficeWorks



VP of Signature Events
Aaron Collins, Industry IIDA
OfficeWorks



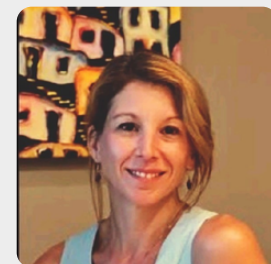
VP of Student Affairs
Tracey Kessens-Griffin,
Industry IIDA
Platform Surfaces



VP of City Center, Evansville
CURRENTLY OPEN!



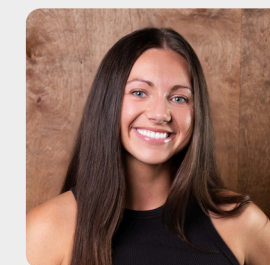
VP of Advocacy
Rachel Lindemann, IIDA
Studio 3 Design



Director of Social Media
Katie Maiers, Industry IIDA
ASSA ABLOY Door
Security Solutions



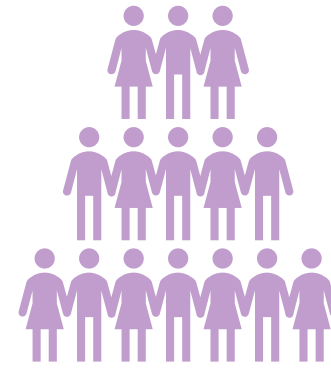
Director of Records
Kiki Singletary, Assoc. IIDA
Fanning Howey



Director of Marketing
Noelle Barr-Redmond, Industry IIDA
Specified Lighting Systems

IIDA STATISTICS

240+
Members



16+
Board
Members



5
Campus
Centers



1,246
4Loop
Subscribers

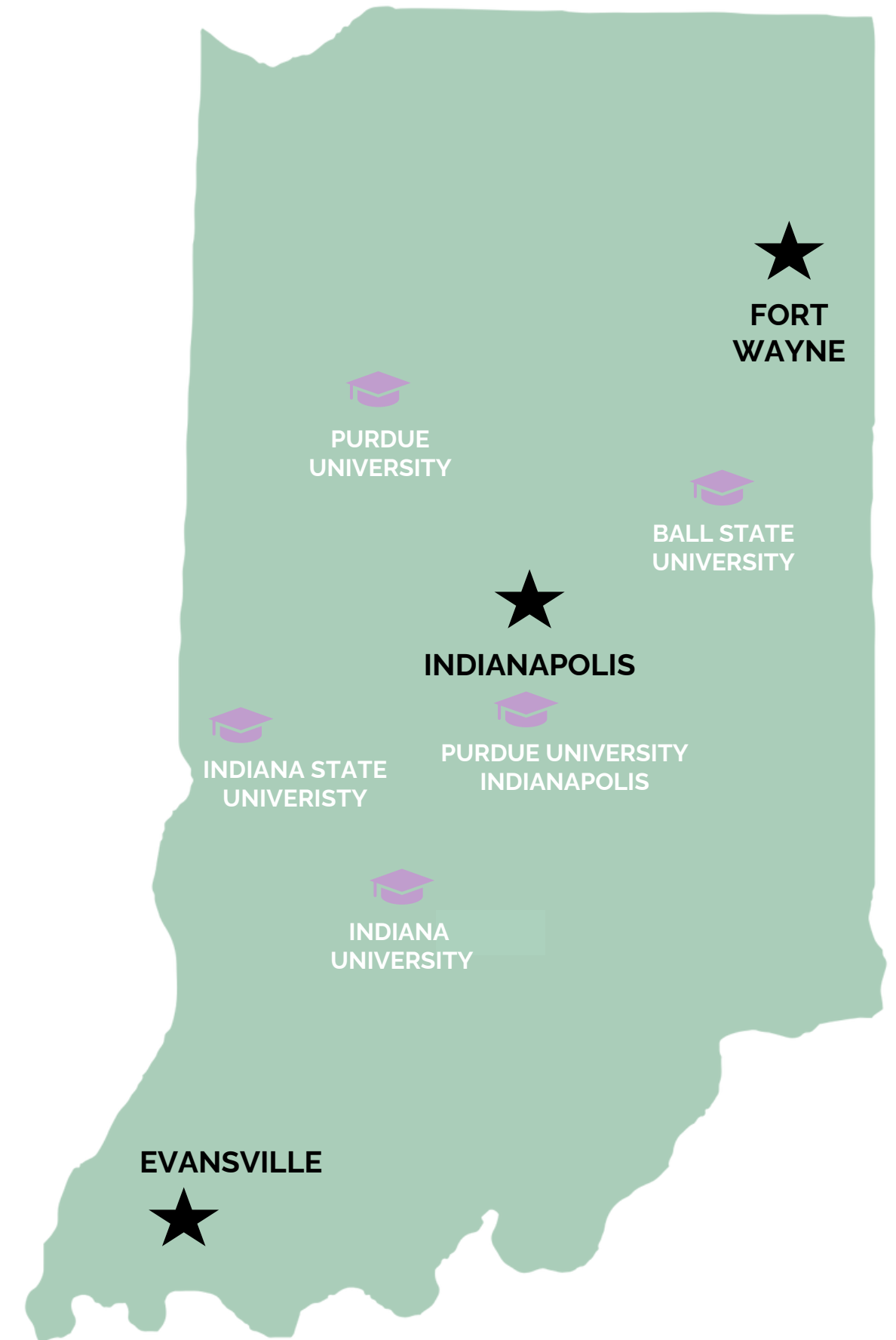


100+
Companies
Represented

1,498
Instagram
Followers



842
Facebook
Followers

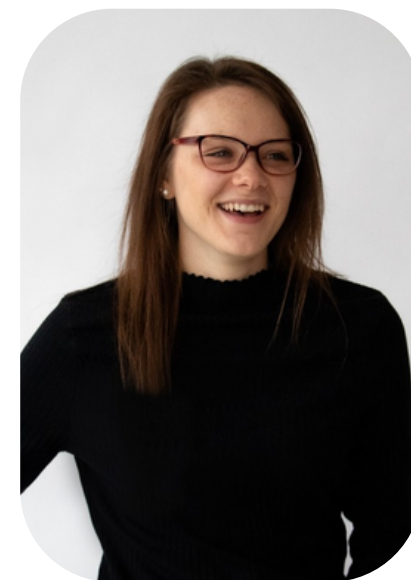


★ City Center Locations
🎓 Campus Center Locations

CONGRATS TO OUR 2024 **b**old GRADUATES!

The IIDA Indiana Chapter extends our deepest gratitude to the sponsors who made the 2024 Building Our Leaders in Design (BOLD) program possible. Your support and commitment have created invaluable opportunities for emerging design professionals to advance their leadership skills and shape the future of design in Indiana. We couldn't have done it without you!

BOLD is conducted every other year, so there will not be a program in 2025. However, we'll share more details about the 2026 program next year. Your continued support will be key in helping us develop the next cohort of future leaders, and we look forward to working with you again as we inspire the next generation of design talent!

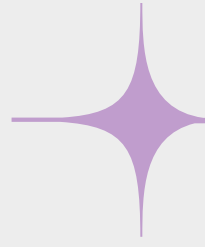


A LOOK AHEAD TO 2025

The following pages are packed with insights into what 2025 has in store for IIDA Indiana. We are thrilled to uphold our commitment to the Indiana design community by organizing several impactful events. Our dedication to advocating for our industry, nurturing the growth of interior design students, and collaborating closely with industry partners to enrich professional development opportunities for our chapter's interior design professionals remains unwavering. Our goal is to foster unity among our three city center locations, creating a cohesive and strong IIDA Indiana Chapter.



2025 Events



IDEA AWARDS

The IDEA (Interior Design Excellence Awards) celebrates our most outstanding design projects, offering a platform to share successes and draw inspiration from the remarkable work of fellow designers across Indiana. By showcasing the talent and skill of local designers, we advance the Indiana mission to promote interior design as a profession dedicated to supporting public health, safety, and welfare.



GOLF OUTING

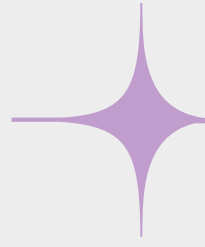
We're thrilled to announce a new event for Summer 2025: a golf outing fundraiser! This exciting addition offers a fun way to connect and enjoy the season together. Not a golfer, or looking to brush up on your skills? Leading up to the event, we'll host enjoyable pre-outing sessions designed to help you get comfortable on the golf course. Whether you're a seasoned player or a first-timer, there will be something for everyone to enjoy!



CITY CENTER MINGLES

Stay closely connected to your local City Center by participating in the annual Mingle events. Every year, Indianapolis, Fort Wayne, and Evansville host several lively social gatherings where we come together to celebrate local design and build a stronger sense of community.

2025 Events



PROJECT TOURS

Project tours represent a unique opportunity to explore exceptional projects within our state while delving into the complete story behind their design and development. Sponsors and design firms collaborate closely with our Professional Development committee to curate project tours that provide enriching educational experiences.



FIRM CRAWL

The Firm Crawl events offer an excellent opportunity to acquaint interior design students from our Campus Centers with the thriving design community in Indiana. During these crawls, students will have the chance to tour various design firms in the company of our Student Affairs committee, creating a valuable networking experience that fosters connections and insights within the industry.



STUDENT SHIFT

IIDA Indiana aims to enable and empower the future designers of the Indiana Chapter with programming and opportunities to lead, inspire, grow, and unite at the IIDA SHIFT Conference in Dallas, TX on February 14-16, 2025.

This opportunity gives current student members a chance to think critically about interior design. The opportunity to attend SHIFT will be offered to 6 students.

EXCLUSIVE SPONSORSHIP EVENT

We are excited to introduce a special new event exclusively for our Chapter Sponsors in 2025! At no cost to our dedicated sponsors, this evening at the brand-new Fishers Event Center will offer the perfect opportunity to connect and celebrate. You'll have the chance to invite guests to enjoy delicious food and drinks, a guided tour of the facility, and an exciting hockey game to cap off the night. Depending on your sponsorship level, each sponsor will receive 2, 4, or 6 tickets to share in this memorable experience. Set for March, this event is an ideal time to meet with the VP of your focus area and lay the foundation for a vibrant year ahead as an IIDA Indiana Chapter Sponsor.



2025 Board Retreat Sponsor

Looking for a distinctive way to sponsor IIDA Indiana in 2025? Consider becoming the Board Retreat Sponsor. This exclusive opportunity allows you to host the IIDA Indiana board in a location of your choice, and during the retreat, a portion of our time will be dedicated to touring or engaging in discussions related to your company and products. It's a fantastic chance to forge deeper connections with the board members and create lasting memories during this special outing.

Since specific costs and parameters are not predetermined, taking advantage of this opportunity allows you the flexibility to tailor the experience to your preferences and objectives. For further details and to explore this unique sponsorship opportunity, please don't hesitate to contact our VP of Sponsorship, Hannah Freiherr. She'll be delighted to provide you with more information and discuss how we can create a customized experience that aligns perfectly with your vision.

The Board Retreat Sponsor receives Winner's Circle Sponsorship Benefits.



<p>JANUARY</p> <p>INCC Mingle NCIDQ Study Session EVCC Holiday Party</p>	<p>FEBRUARY</p> <p>FWCC Trivia Night Student SHIFT New Member Coffee Chat</p>	<p>MARCH</p> <p>Sponsorship Thank You Event</p>	<p>APRIL</p> <p>EVCC City Center Event</p>
<p>MAY</p> <p>Member Social INCC Social Event</p>	<p>JUNE</p> <p>Volunteer Celebration + Committee Training FWCC Yoga & Wine</p>	<p>JULY</p> <p>New Board on July 1 EVCC Professional Development Event FWCC Summer Social</p>	<p>AUGUST</p> <p>Board Retreat NCIDQ Study Session FWCC Project Tour & CEU</p>
<p>SEPTEMBER</p> <p>IDEA Awards Signature Event</p>	<p>OCTOBER</p> <p>FWCC Mingle Student Firm Crawl EVCC Charity Event</p>	<p>NOVEMBER</p> <p>EVCC Mingle FWCC Charity Event INCC Project Tour & CEU</p>	<p>DECEMBER</p> <p>INCC Charity Event FWCC Holiday Party</p>

IIDA INDIANA 2025 EVENT CALENDAR

INCC - Indianapolis City Center | FWCC - Fort Wayne City Center | EVCC - Evansville City Center

Focus Areas

IIDA Indiana is excited to bring back an innovative addition to our annual campaign sponsorship package, designed to maximize the value of your sponsorship investment. Building on last year's success, we're enhancing connections within our focus areas to drive even greater impact in 2025. Our refined approach allows sponsors to align closely with their specific interests and goals. Within each sponsorship level, you'll have the opportunity to choose your area of focus, whether it's one of the city centers, Professional Development, Student Affairs, or Advocacy.

Focus Areas

in detail...

By choosing your area of focus, you will unlock exclusive opportunities and benefits tailored to your specific interests:

- **Tailored Benefits:** Gain access to resources and advantages directly related to your chosen focus.
- **Streamlined Processes:** Our targeted approach allows us to automate certain benefits, ensuring that resources are allocated where they matter most to you.
- **Reduced Demands:** We aim to minimize the demands on our sponsors, making your experience smoother and more enjoyable.
- **Dedicated Support:** Our board will keep you informed about developments in your focus area, helping us provide more meaningful benefits.

This continued change in our sponsorship approach aims to deliver a more personalized and valuable experience, strengthening our partnership for mutual success. We look forward to collaborating with you on this enhanced sponsorship journey!

Indianapolis City Center

INCC Mingles

Elements with Signature Events

Fort Wayne City Center

FWCC Mingles

Elements with Signature Events

Professional Development

Project Tours

CEUs

*Does not include BOLD in 2025

Evansville City Center

EVCC Mingles

Elements with Signature Events

Student Affairs

Student Firm Crawl

Student SHIFT

Advocacy

NCIDQ Study Sessions

Registration Drive

VP of Indy City Center

Q: What makes you passionate about your Focus Area?

A: We have a fun and creative industry that inspires one another. Being able to create atmospheres for people to socialize, network and make new friendships is important to grow in the field.

Q: What's your favorite part of the design process?

A: My favorite part is the conceptual phase. This is where you get to know the client and analyze their needs. It allows me to think a little more outside of the box and create schemes that will tell a new story of their space.

Q: What's a recent design challenge you faced, and how did you overcome it?

A: Budget against design is always an issue. When bid numbers come back over budget, you get pushed to value engineer items which usually starts with interior finishes. Having reps to help with numbers and other creative minds around to brainstorm ideas in order to keep the integrity of the design intact has been extremely helpful!

get to know

JULIE MOHAMAD



VP of Fort Wayne City Center

Q: What makes you passionate about your Focus Area?

A: The Fort Wayne City Center is most passionate about creating a community for designers to meet new people, make connections, and support each other.

Q: What's your favorite part of the design process?

A: Listening to a client's vision for their new space and beginning to think creatively about how to achieve their vision. It is like solving a puzzle and the end goal.

Q: What's one design project you'd love to tackle in the future?

A: One design project that I would love to tackle in the future is my own high school or middle school. As an education focused interior designer, I would love to work with individuals from the school district I grew up in and create a space with them that will positively impact all the students and staff to come.

get to know ABIGAIL REDICK



VP of Professional Development

Q: What makes you passionate about your Focus Area?

A: I'm driven by the belief that learning never stops. In our industry, staying informed and continuously developing our skills is essential to providing innovative solutions that enhance spaces and serve communities. I've witnessed firsthand how impactful it can be to engage with new ideas, certifications, and programs that elevate not only our individual capabilities but also the profession as a whole.

Q: What's one piece of advice you'd give to someone entering the field?

A: Stay curious and embrace lifelong learning. Design is ever evolving, and the best designers are those who are open to exploring new ideas, technologies, and perspectives. Don't be afraid to ask questions, seek out mentorship, and take on challenges that push you beyond your comfort zone. The more you expose yourself to different experiences and knowledge, the more well-rounded and adaptable you'll become. And remember, every project, whether big or small, is an opportunity to grow your skills and make an impact.

get to know

LAKEN TAYLOR



OFFICEWORKS

VP of Student Affairs

Q: What makes you passionate about your Focus Area?

A: Helping emerging designers get connected to the IIDA community and succeed in the industry means a lot to me. I remember the challenges I faced as a young professional trying to navigate the design world and establish myself. Being able to support students through these early stages and help them build a strong foundation is incredibly rewarding. I hope to be a resource to others, just as so many in this industry were for me, and to contribute to a network that fosters both growth and connection.

Q: What's one piece of advice you'd give to someone entering the field?

A: My advice for someone entering the design industry would be to embrace the power of connection. The relationships you build—with peers, mentors, and industry professionals—will become some of the most rewarding parts of your journey. Don't be afraid to ask questions, seek out guidance, and lean into every chance to learn and grow. This industry is as much about community as it is about developing your skills,

get to know

TRACEY KESSENS-GRIFFIN



PLATFORM | SURFACES

VP of Advocacy

Q: What makes you passionate about your Focus Area?

A: As a dual-licensed professional, I have been passionate about licensing and the recognition of one's education and expertise for a long time. I truly believe that the team-based structure of our industry is only hindered by the division that some individuals attempt to draw between the roles and responsibilities of architects and interiors designers. Data shows a clear content overlap on the respective required examinations for both professions. I believe it's time to envision a new future for the industry, one in which we collaborate in support of each other, working toward the common goal of ensuring the health, safety, and welfare of the occupants who inhabit the spaces we design. I'm fired up to be jump starting these conversations in Indiana over the coming years.

Q: How do you stay inspired and current with design trends?

A: I'm always looking for inspiration; Pinterest, industry magazines, social channels, adjacent design industries. I am always screenshotting and saving countless images in a scattered set of locations and then printing and/or cutting them out to pin up on a large bulletin board in my home office!

get to know

RACHEL LINDEMANN



Super Charge **ADVOCACY**

In 2025, IIDA Indiana is taking advocacy to the next level, and we invite you to join us as an **Advocacy Super Charge Sponsor**. This year, we're giving sponsors the opportunity to advocate alongside us by supercharging our efforts to advance the design profession in Indiana. The Advocacy Super Charge Sponsorship can be added on to any other chapter sponsorship level.

Add to your sponsorship for \$500

2025 Advocacy Efforts:

- **Advocacy Happy Hours**
 - Hosting 3-4 happy hours in Indianapolis, with additional events in Evansville and Fort Wayne.
 - These happy hours will educate attendees on the current status of advocacy in Indiana, progress in other states, the benefits of advancing legislation, and the path forward.
 - As a Super Charge Sponsor, you'll have the opportunity to host one of these happy hours at your firm/location.
- **Building Local Support**
 - We will engage with local industry organizations to rally support and explore collaboration opportunities to further the cause of advocacy.
- **Legislative Preparation**
 - 2025 will see the beginning of the legislative drafting process as we prepare to hire a lobbyist and submit formal legislation in the coming years.

All Advocacy Events Are Open and Free!

We believe advocacy should be accessible to everyone. That's why every Advocacy event in 2025 will be open and free of charge, ensuring broad participation and support.



SPONSORSHIP BENEFITS

In 2025, our focus is on offering a variety of events and opportunities designed to help sponsors get the most from their partnership. Our sponsorship packages are filled with valuable benefits, with brand recognition as a top priority. Sponsors gain early access to exclusive event opportunities, enjoy acknowledgment for individual representatives, and receive options for discounted and complimentary event tickets. These offerings allow sponsors to build meaningful connections, increase their visibility, and fully engage with our community. Our goal is to ensure that every sponsorship level provides a powerful platform for growth, visibility, and collaboration throughout the year.

FOCUS AREA	CROSSROADS \$1,800	HEARTLAND \$3,800	WINNER'S CIRCLE \$5,800
Exclusive Volunteer Opportunities with Focus Area Committee	X	X	X
Company featured as co-sponsor for Focus Area events	X	X	X
Company logo featured on Focus Area event invitation		X	X
Participate in planning discussions with the Focus Area Committee		1x/Annually	2x/Annually
Opportunity to provide branded swag or materials at Focus Area events		X	X
Opportunity to host Focus Area events at a location of your choosing			X

Sponsorship benefits are subject to change

PLEASE NOTE:

Each sponsor is guaranteed a Focus Area, assigned on a first-come, first-served basis, with limited spaces in each category. Priority is determined by the sponsorship level. Sponsors need to choose their top three preferences on the sponsorship form to secure a spot and collaborate with their preferred Focus Group. Swift decision-making is crucial. Each sponsorship level has a limited number of openings for each Focus Area, ensuring an intimate and impactful setting.

Not sure what to choose? No problem! We can select for you if preferred.

BRAND RECOGNITION	CROSSROADS \$1,800	HEARTLAND \$3,800	WINNER'S CIRCLE \$5,800
Company featured on website and all printed materials with priority to higher level sponsors	X	X	X
Verbal & Visual Brand Recognition at all Events	X	X	X
Share the Good News! Posting Opportunity in 4 Loop	X	X	X
Promote non-IIDA CEUs and events via chapter platforms		X	X
Quarterly Ad Placement in 4 Loop (\$200 Value)		X	X
Instagram Takeover		X	X
Rep. Spotlight on social media & featured on "Current Sponsors" webpage			X
Project Spotlight on social media			X
Company logo and link featured in 4 Loop Chapter Newsletter sent twice monthly			X

Sponsorship benefits are subject to change

EVENTS	CROSSROADS \$1,800	HEARTLAND \$3,800	WINNER'S CIRCLE \$5,800
Early access to sign up for Signature Event Sponsorships & Tickets	X	X	X
IDEA Awards Fall 2025	2 Tickets	½ Table	Table
Tickets to City Center Events	2 Tickets	4 Tickets	6 Tickets
Sponsorship Thank You Event Spring 2025	2 Tickets	4 Tickets	6 Tickets
Golf Outing Summer 2025	\$300 value	\$400 value	\$500 value
Exclusive Access to Sponsors & Volunteers Celebration	X	X	X
Exclusive Access to Premium Sponsorship Packages		X	X
Opportunity to present or have a stage presence at Signature Events			X

Sponsorship benefits are subject to change

A&D Sponsorship Level Benefits

BENEFITS	DESIGN FIRM ADVOCATE \$500	DESIGN FIRM LEADER \$800
Company featured on website and all printed materials with priority to higher level sponsors	X	X
Free Job Postings on IIDA Indiana Website & 4 Loop	X	X
Verbal & Banner recognition at all events	X	X
Tickets to City Center Events		2 Tickets
Select a Focus Area		X
Project Feature On All Platforms		X

***MUST BE A DESIGN FIRM TO BE AN A&D SPONSOR.

Why Sponsorship Matters

Thank you for dedicating your time to exploring the exciting sponsorship opportunities with IIDA Indiana for 2025. As you contemplate the prospect of continuing or becoming our valued sponsor, it's important for us to convey why your sponsorship carries such profound significance for our chapter.

Sponsoring our chapter for the entire year stands as the linchpin to our overarching vision. Your generous support not only sustains our day-to-day operations but also enables us to maintain consistent and deeply meaningful communication with our dedicated members. It empowers us to be unwavering advocates for the dynamic interior design industry in the state of Indiana and extends essential support to the rising stars of design on campuses across the region. Moreover, your partnership with us fuels a multitude of other critical initiatives that drive progress and excellence.

READY TO BE A 2025 CHAPTER SPONSOR?

2025 Sponsor Pricing:

- Winner Circle: \$5,800
- Heartland: \$3,800
- Crossroads: \$1,800

- A&D Firm Advocate: \$500
- A&D Firm Leader: \$800

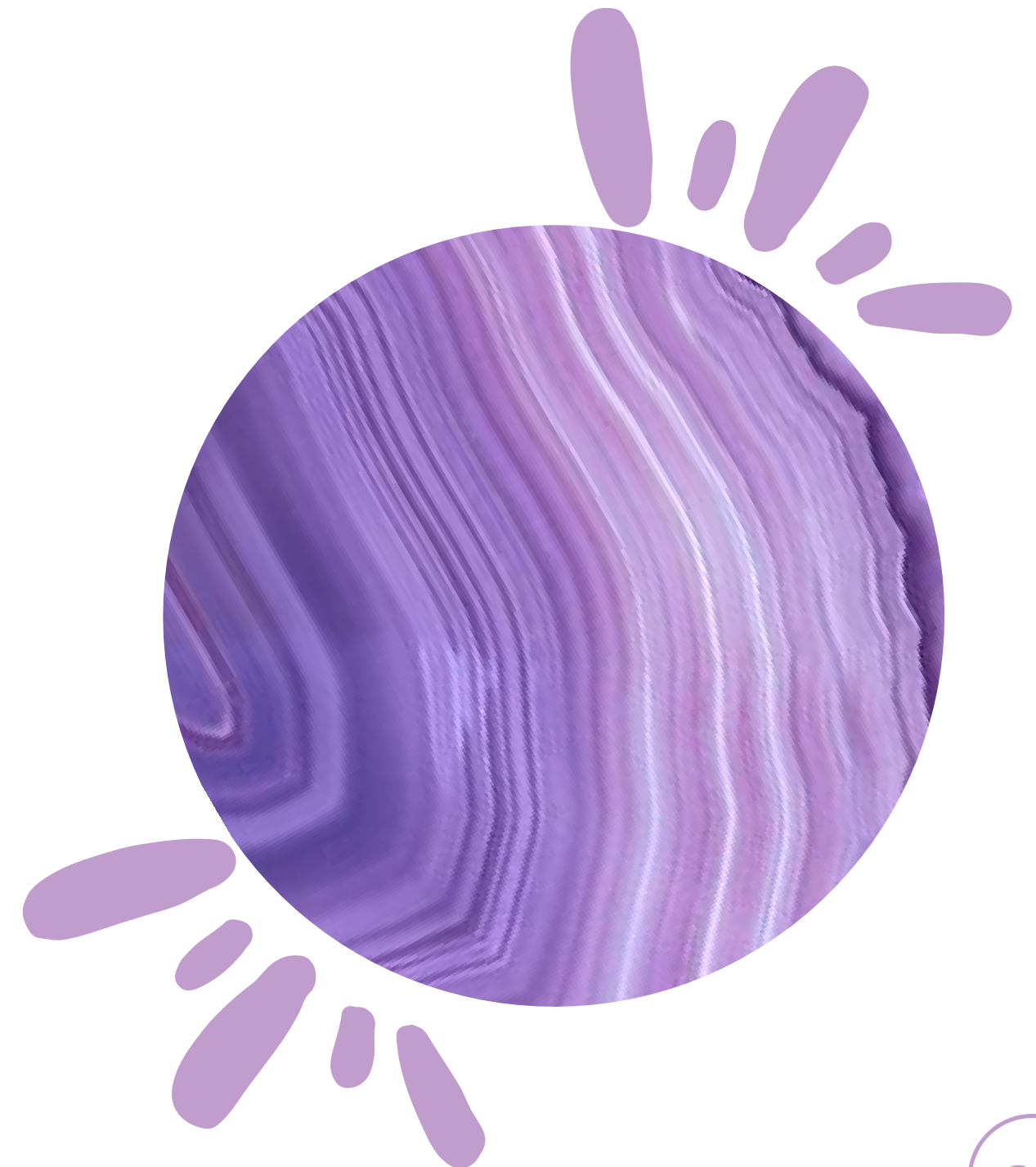
- Supercharge Advocacy Add-On \$500

Interested in dividing up your payment throughout the year?
IIDA Indiana can now split your sponsor fee into three payments!

[LINK TO SPONSORSHIP FORM](#)

Important Dates:

- November 4, 2024- Chapter Sponsor drive launches
- January 24, 2025 - Chapter Sponsor drive closes
- February 1, 2025 - January 31, 2026: Benefits are effective



THANKS!

Any questions?

You can contact Hannah Freiherr at

 317.750.4348

 freiherrh@businessfurniture.net

