IIDA | INDIANA chapter

advocate for the industry · nurture student growth · enrich professional development

Annual Partnership

IIDA Indiana

ALL IN. ALL YEAR.

one ask. one partnership.

ANNUAL PARTNERSHIPS
support our mission

We are dedicated

to advocating for our industry, nurturing the growth of interior design students, and collaborating with industry partners to enrich professional development opportunities for our chapter's interior design professional. Our goal is to foster unity among our three city center locations, creating a cohesive and strong IIDA Indiana Chapter.

(2026)

IIDA INDIANA
annual partnership

Dear Partners,

A letter from the IIDA Indiana Chapter President
Ellie Watkins

Thank you for your continued support of the IIDA Indiana Chapter. Your partnership plays a vital role in shaping our design community, and we've spent the past year listening closely to your feedback. As a result, we're **reimagining** many aspects of our chapter's structure and goals to better serve our members — and you. A key part of this evolution is a renewed focus on how we recognize and engage with our sponsors. Starting in 2026, we're proud to introduce a new title: **Annual Partner**. This reflects the deeper, year-round relationship we're building and the elevated role you play in our chapter's success.

After thoughtful conversations with many of you and strategic discussions within our board, we're excited to announce a new sponsorship model for 2026. We're moving to a **one-time annual ask**, designed to simplify your commitment and maximize your impact. Annual Partners will receive exclusive benefits and full engagement across all chapter activities — no repeated asks, just a single investment that connects you to everything we do throughout the year. This approach ensures your brand is consistently **visible and celebrated** across our events, communications, and community initiatives.

We believe this new model will create **stronger connections**, greater visibility, and more strategic value for your organization. In the following pages, you'll find a detailed overview of what to expect as a 2026 Annual Partner — including benefits, opportunities, and how we'll celebrate your support throughout the year. We're excited about this new chapter and grateful to have you with us as we grow together.

Support our mission

At IIDA Indiana, we serve a diverse network of professionals across the state, from students and emerging designers to seasoned leaders and industry partners. By committing to a one-time Annual Partnership, our Partners provide the financial stability and strategic support that allows us to:

Host impactful programming across our three City Centers

Foster meaningful connections between designers and industry reps

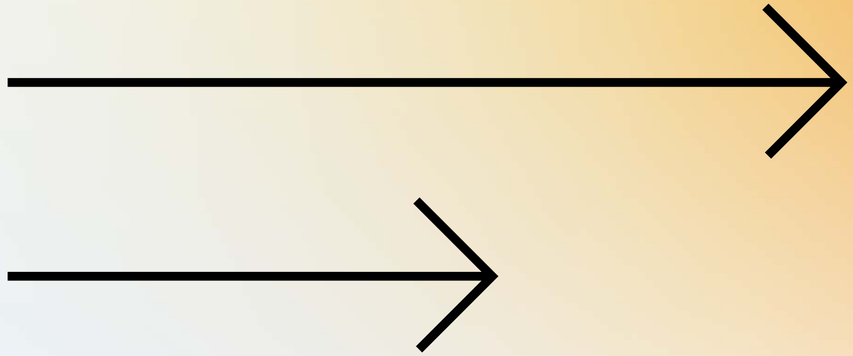
Advocate for the profession at the state and local level

Support students and emerging professionals through Student Shift and BOLD

Celebrate design excellence and innovation through signature events

Your partnership isn't just about visibility — it's about investing in the future of design in Indiana. It enables us to plan with confidence, communicate with consistency, and grow with purpose. Together, we're building a stronger, more connected design community.

One ask.
One partnership.
All year long.



We've simplified how you support IIDA Indiana. With one annual contribution, you'll **unlock exclusive benefits** and year-round visibility — no more multiple asks, just maximum impact.

- One-time annual contribution
- No more multiple asks
- Exclusive benefits all year long
- Only Annual Partners will have brand visibility on all platforms at all events
- Broader range of pricing tiers
- Find the perfect partnership level for your brand and goals

one ask
one partnership
all year long

(2026)

IIDA INDIANA
annual partnership

Partnership Tiers

Our goal is to ensure that every level of partnership provides a powerful platform for growth, visibility, and collaboration throughout the year.

Platinum Partner | $6,500

Lead the conversation.
Set the standard.

- Top-tier branding at all IIDA Indiana events
- Host IIDA events at a location of your choosing
- Premium logo placement on website, newsletters, and event signage
- Dedicated spotlight in social media and email campaigns
- Complimentary tickets to signature events
- Exclusive networking access with chapter leadership

Designed for brands ready to make a bold, lasting impact on Indiana's design community.

Gold Partner | $4,500

Strong visibility. Strategic alignment.

- Priority branding at major events
- Logo placement on website and event materials
- Recognition in newsletters and social media
- Complimentary tickets to signature events

Ideal for organizations seeking consistent exposure and meaningful engagement.

Silver Partner | $2,500

Valued presence. Local impact.

- Recognition at chapter events
- Logo placement on website
- Mention in newsletters and social media
- Complimentary tickets to signature events

Great for organizations wanting to stay connected and visible in Indiana's design ecosystem.

Bronze | $800

Stay connected. Show your support.

- Name recognition on the IIDA Indiana chapter website
- Mention in chapter communications
- Discounted tickets to chapter events

Ideal for entry-level support of the IIDA Indiana Chapter.

A&D Leader | $800

For Architecture and Design firms.

- Project tour and chapter event hosting opportunities
- Name recognition on the IIDA Indiana chapter website
- Mention in chapter communications

Perfect for architecture and design firms that don't typically sponsor but want to support the chapter and stay engaged with the local design community.

Partnership Benefits

	BENEFITS	PLATINUM	GOLD	SILVER	BRONZE	A&D Leader
SIGNATURE EVENT GOLF OUTING	Logo on Event Signage	Premium Placement	Prominent Placement	Standard Placement	Name Listed	Standard Placement
	Logo on Event Registration Page	Premium Placement	Prominent Placement	Standard Placement	Name Listed	Standard Placement
	Recognition During Awards Ceremony	Visual & Verbal	Visual & Verbal	Visual	Visual	Visual
	Branded Hole Sponsorship	1 Hole, Premium Location, Assigned Board Member	1 Hole	Shared Hole	---	---
	Complimentary Foursomes	Two	One	Shared	Discounted	Discounted
	Recognition as Food or Beverage Sponsor	Catered Lunch	Bar & Beverage Cart	Coffee & Donuts	Snack Cart	Snack Cart
	Opportunity to Speak at Kick-off & Awards Ceremony	Yes	---	---	---	---
	Inclusion on Event Recap Email	Featured	Mentioned	Mentioned	Name Listed	Name Listed
CHAPTER EVENTS	Logo on Event Signage	Premium Placement	Prominent Placement	Standard Placement	Name Listed	Standard Placement
	Logo on Event Registration Page	Premium Placement	Prominent Placement	Standard Placement	Name Listed	Standard Placement
	Recognition at Event	Visual & Verbal	Visual & Verbal	Visual	Visual	Visual
	Host Event at Location of Your Choosing	Yes	---	---	---	Yes
	Tickets for You to Attend City Center Events	2 Complimentary	1 Complimentary	1 Complimentary	Discounted	1 Complimentary
	Opportunity to Speak at Events	Yes	Yes	---	---	---
	Inclusion on Event Recap Email	Featured	Mentioned	Mentioned	Name Listed	Name Listed
PROJECT TOURS	Host a Project Tour, CEU-Accredited Session, or Hard Hat Site Visit	Priority Hosting Choice	Co-Host with an Annual Partner	---	---	Secondary Hosting Choice
DIGITAL	Brand Featured on Website	Logo & Link on Homepage & Partner Page with 2 Contacts	Logo & Link on Partner Page with 1 Contact	Logo on Partner Page	Name Listed on Partner Page	Logo on Partner Page
	Share Unique Content in the 4loop Newsletter	Monthly	Quarterly	2x/Year	---	1x/Year
	Brand or Rep Spotlight on Partner Page of Website	Yes	Yes	---	---	---
SOCIAL MEDIA	Custom Content on all IIDA Indiana Platforms	4x/Year	3x/Year	2x/Year	1x/Year	1x/Year
	Tagged in Event Photos on Instagram	Yes	Yes	Yes	---	Yes
	Reshare Instagram Stories	Yes	---	---	---	---
	Reshare LinkedIn Posts	Yes	---	---	---	1x/Year
BOLD	Brand Recognition During BOLD Sessions	Verbal & Visual	Verbal & Visual	Visual	Visual	Visual
	Inclusion on BOLD Session Recap Email	Featured	Mentioned	Mentioned	Name Listed	Name Listed
	Opportunity to Speak at BOLD Sessions	Yes	Yes	Yes	---	---
	Opportunity to Speak at BOLD Graduation	Yes	Yes	---	---	---
	Host a BOLD Session at Location of Your Choosing	Yes	---	---	---	---

(2026)

IIDA INDIANA
annual partnership

Event Calendar

JANUARY INCC Holiday Party FWCC Membership Appreciation Full Board Retreat	**FEBRUARY** Student SHIFT INCC Advocacy Road Show	**MARCH** INCC Town Hall FWCC Advocacy Road Show EVCC Spring Social	**APRIL** Sponsorship Appreciation Event EVCC Advocacy Road Show
	Q1 Workplace / Hospitality Project Tours		
MAY EVCC Town Hall INCC Spring Social	**JUNE** Annual Meeting Celebration	**JULY** EVCC Summer Social FWCC River Boat Tour	**AUGUST** Golf Outing Board Retreat
Q2 Healthcare / Athletics Project Tours			Q3 Education / Museum
SEPTEMBER Student Firm Crawl INCC Fall Social FWCC IIDA Vendor Blender	**OCTOBER** FWCC Town Hall	**NOVEMBER** EVCC November Mingle	**DECEMBER** FWCC Holiday Party
& Arts Project Tours	Q4 Historical / Community Project Tours		

2026

advocate for the industry nurture student growth enrich professional development

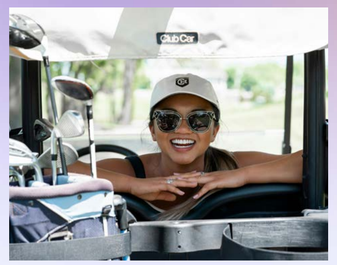
Events

TOWN HALL

Engage with us at the Town Hall, where Annual Partners are invited to listen in on our Board meeting and engage in open dialogue about current initiatives and upcoming events. Stay informed, share your perspective, and help shape the future of our chapter alongside chapter leadership.

GOLF OUTING

Join us for our very first golf outing fundraiser! Not a golfer, or looking to brush up on your skills? Leading up to the event, we'll host sessions designed to get your comfortable on the golf course. Whether you're a seasoned player or a first-timer, there will be something for everyone!



CITY CENTER MINGLES

Get connected to your local City Center by participating in the annual networking events. Indianapolis, Fort Wayne, and Evansville host gatherings where we come together to celebrate local design and strengthen our community.

PROJECT TOURS

A unique opportunity to explore exceptional local projects and their design and development process. Sponsors and design firms collaborate with our Professional Development committee to curate tours that provide enriching educational experiences.

FIRM CRAWL

Firm Crawls introduce interior design students from our Campus Centers to the thriving design community in Indiana. These crawls foster industry insight and connection between students, local design professionals, and our Student Affairs committee.

STUDENT SHIFT

Your sponsorship will afford 6 local students the opportunity to grow and unite at the annual IIDA SHIFT Conference. Attending this conference allows students to jump start their leadership skills and engage with the industry at the national level.

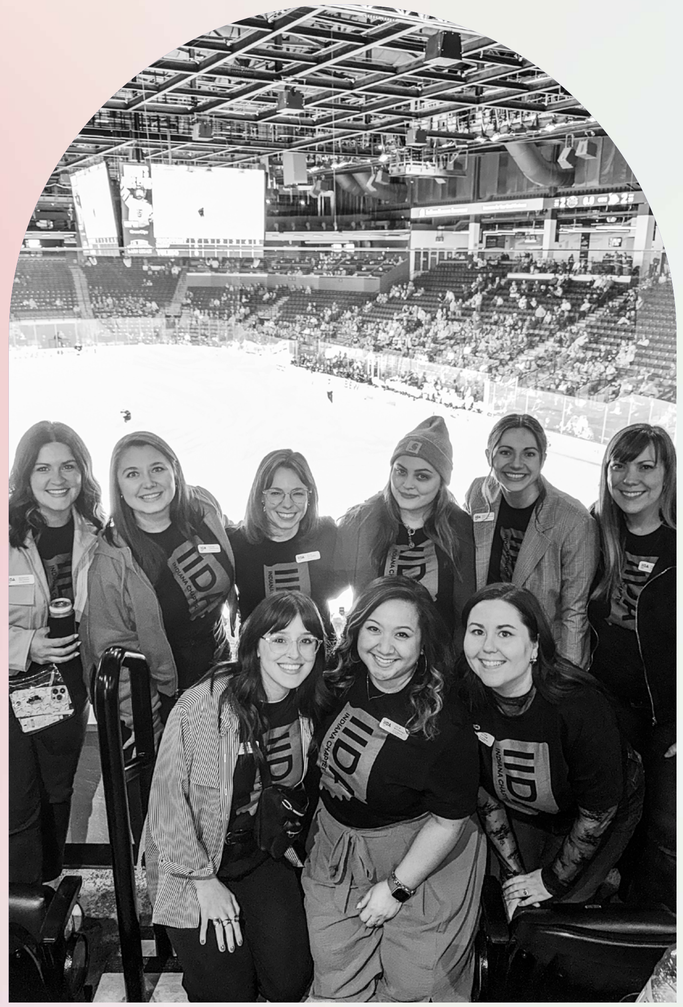
advocate for the industry

nurture student growth

enrich professional development

Exclusive Partnership Event

At no cost to our dedicated Annual Partners, at this exclusive event you'll have the chance to invite guests of your choosing to connect and entertain. Each partner will receive tickets to share in this memorable event you won't want to miss. Set for spring, 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 Annual Partner. Stay tuned for event details in 2026!



advocate for the industry nurture student growth enrich professional development

Board Retreat Sponsor

Host the IIDA Indiana board in a location of your choosing, and during the retreat, your company will receive dedicated time to engage in discussions and highlight your unique product offerings. It's a fantastic chance to forge deeper connections with board members and create lasting memories. This opportunity allows you to tailor the experience to your brand preferences and objectives. For further details 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.

advocate for the industry nurture student growth enrich professional development

IIDA | INDIANA chapter

2026 ANNUAL PARTNERSHIP

PLATINUM: $6,500
GOLD: $4,500
SILVER: $2,500
BRONZE: $800
A&D LEADER: $800

Click here to become an Annual Partner!

2026 Partnership Schedule:
December 12, 2025 - Annual Partnership Drive Closes
January 16, 2026 - Payment Due
January 1, 2026 to December 31, 2026 - Benefits are Effective

Become an Annual Partner Today!

IIDA | INDIANA chapter

advocate for the industry · nurture student growth · enrich professional development

Thank you for your annual support!

We'll be in touch

We will be communicating quarterly about all things IIDA Indiana and your partnership benefits. Our newly appointed Director of Sponsorship, Mackenzie Symmes will be in touch!

one ask. one partnership.

iidaindiana.org/partnership

Mackenzie Symmes
Director of Sponsorship
317.730.7718
msymmes@bsadesign.com

Hannah Freiherr
Vice President of Sponsorship
317.750.4348
freiherrh@businessfurniture.net