

# 2025 SPONSORSHIP GUIDE

IIDA GATEWAY CHAPTER





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# A WORD FROM OUR PRESIDENT



Hello all,

As we reflect on the successes of the past year, I want to extend my deepest heartfelt gratitude for your invaluable support as a sponsor of our chapter. With your help, we have accomplished so much and we are excited to build upon this foundation in 2025.

This year, we have set our sights even higher. We are committed to advocating for sign and seal privileges, launching new initiatives, and further empowering our community. Additionally, we are excited to continue the beloved events that the Gateway community knows and loves; Give Back Day and Louiecon spring to mind.

The Gateway chapter is self-sustaining, with our local sponsors providing support for so much of what we do. So, inspired by the successes of other chapters in revamping their sponsorship packages, we too are making enhancements for 2025, including the introduction of a sponsorship level exclusively for A&D firms.

We understand that as a sponsor, your primary interest is in elevating your visibility within our chapter. This is why we are dedicated to ensuring that your partnership with us maximizes these opportunities. By aligning with us, you will gain increased exposure to a targeted audience, as well as multiple opportunities to network and build relationships with many current and future members of our design community. Our VP of Sponsorship has worked closely with the board to design a package that fosters valuable connections and helps to strengthen your brand within our chapter.

As we embark on this ambitious year, we need your support more than ever. Your new and continued partnership is vital to our success and we invite you to sign up or renew your sponsorship for the upcoming year. Together I feel confident that we can make a meaningful difference and make 2025 our best year yet.

Thank you for considering this opportunity to support our initiatives. We are eager to work alongside you and achieve great things together.

**THANK YOU,**

MIKKI SAMMONS, IIDA, RID, NCIDQ

IIDA GATEWAY CHAPTER PRESIDENT



# MEET OUR BOARD OF DIRECTORS



**PRESIDENT**  
MIKKI SAMMONS



**PRESIDENT ELECT**  
SHELBY BARKER



**PAST PRESIDENT**  
ASHLEY JAMES



**VP OF  
SPONSORSHIP**  
TIFFANY RUSHING



**VP OF COMMUNITY  
IMPACT**  
CAROLINE KESSINGER



**VP OF MEMBERS**  
LAUREN ZUFALL



**CO VP OF  
COMMUNICATIONS**  
MORGAN GROTH



**CO VP OF  
COMMUNICATIONS**  
SHAYNA MOORE



**VP OF PROFESSIONAL  
DEVELOPMENT**  
NICK JANNETT



**VP OF SPECIAL  
EVENTS**  
MEGAN BREEHER



**VP OF STUDENT  
AFFAIRS**  
CAMRYN BURGESS



**VP OF ADVOCACY**  
KELLY KIRTLAND



# ABOUT OUR CHAPTER

IIDA Gateway Chapter is a professional networking and educational association that supports design professionals, industry affiliates, educators, students, firms, and their clients. Our chapter covers St. Louis City and the metropolitan area, central Missouri, and southern Illinois

## MISSION

IIDA Gateway Chapter provides a forum to educate Interior Design professionals with the expertise of knowledge in health, safety, wellbeing and best business practices.

## VISION

Our vision is to create a chapter for talented Interior Design professionals by elevating professionalism, building a sense of community ultimately developing designers who create value in extraordinary interiors.





# ABOUT OUR CHAPTER

**6**

**UNIVERSITIES  
SERVED**

**200+  
MEMBERS**

**20+  
EVENTS  
PER YEAR**

**1,300+  
INSTAGRAM  
FOLLOWERS**

**1,375+  
MONTHLY  
NEWSLETTER  
SUBSCRIBERS**



# THANK YOU 2024 SPONSORS



## PLATINUM



## GOLD



CANNONDESIGN



patcraft®



Steelcase



Wilsonart®  
COMPI DISTRIBUTORS  
division of Richelieu America Ltd

R|5



ShawContract®



Mohawk Group



## SILVER

TARKETT  
KI  
M2INC

GROWING GREEN  
LJC



## BRONZE

3FORM  
DESIGN SURFACES  
FORMICA / AMERHART  
GRIFFITH CONTRACT GROUP  
LANDCO CONSTRUCTION

BENTLEY MILLS  
CI SELECT  
EF CONTRACT  
LIXIL  
MINK CONTRACT

NEGWER  
MAPEI  
CONTINUA INTERIORS  
NATIONAL SOLUTIONS  
WORKING SPACES



# IIDA MEMBERSHIP VS CHAPTER SPONSORSHIP

Please keep in mind becoming a sponsor does not mean you are an IIDA member. Below are some of the key differences. When a company's headquarters pays for several representatives memberships to IIDA Headquarters, this is separate from IIDA Gateway sponsorship. IIDA individual dues paid to IIDA Headquarters only come back to the chapter in the form of grants that the chapter must apply to each year.

## IIDA MEMBERSHIP

- Membership dues are processed at a national level through IIDA Headquarters
- Must be a manufacturer or dealer of Interior Design products
- Member of the entire IIDA association and opportunity to be affiliated with an IIDA chapter(s)
- Personal membership ID number and opportunity to use membership appellation
- Involvement opportunities (chapter committee member or event volunteer)
- Discounted tickets to various chapter events

## CHAPTER SPONSORSHIP

- Sponsorship dollars are paid directly at the local level through Gateway Chapter
- Any company can be a sponsor at the local chapter level
- Sponsorship dollars directly benefit Gateway Chapter. Chapter design community and members
- Sponsorship benefits are set by the local chapter level
- IIDA Headquarters membership benefits are not applicable (if not also an individual member)
- Chapter sponsors cannot serve on an event committee (if not also an individual member)
- Discounted tickets to various chapter events



# CHAPTER FINANCES

## ADVOCACY

- Lobbyist
- Coalition Support
- Coalition Dues

## MANAGEMENT, MEMBERSHIP, & GENERAL

- Annual Board Retreat
- CLC trips for board members
- Holiday Party
- Board member/committee appreciation party
- Member Gifts

## STUDENTS

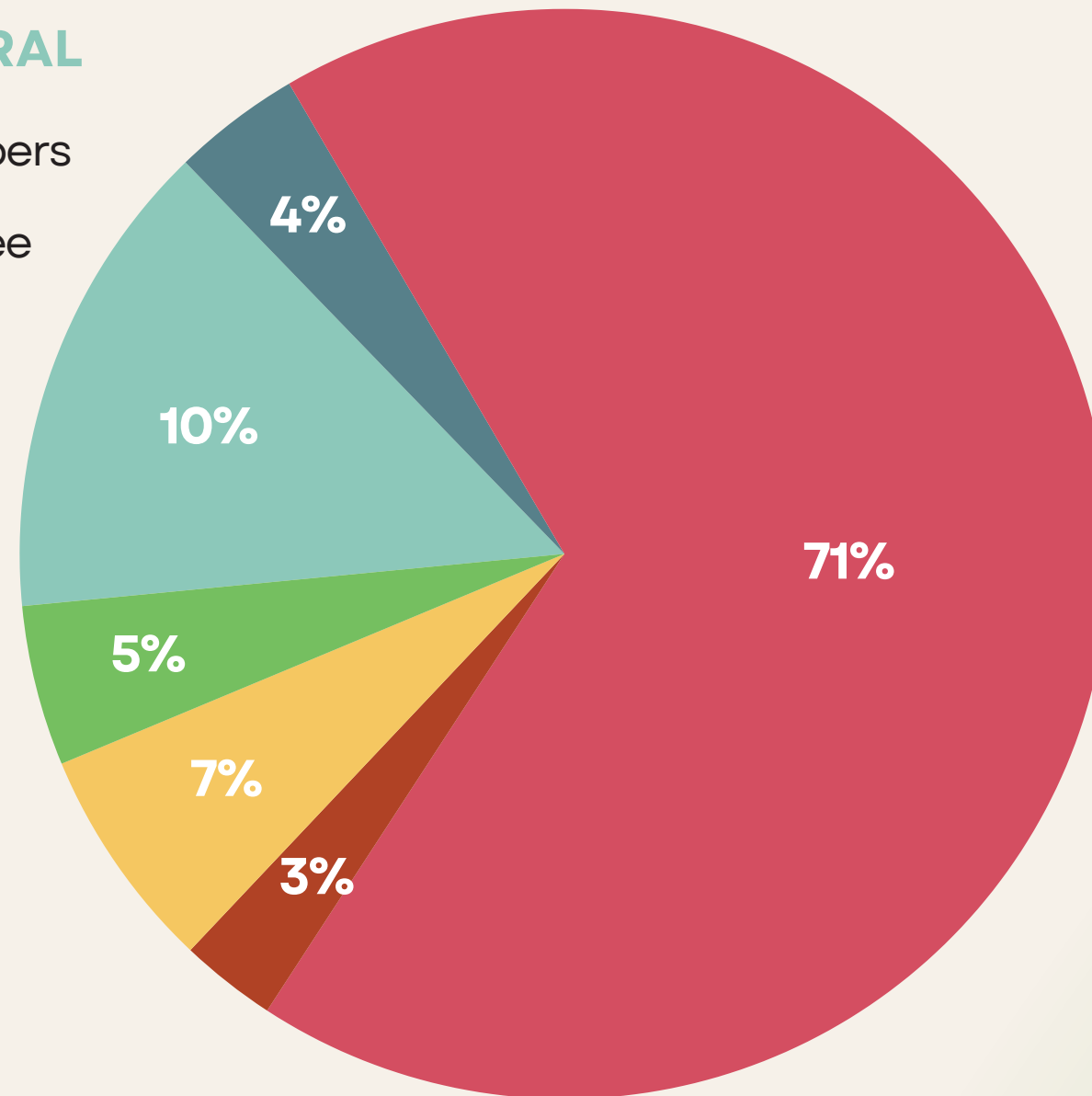
- Visits to campus centers
- Sending students to conferences
- Student Day

## PROFESSIONAL DEVELOPMENT

- NCIDQ study group (coming soon!)
- EMBOSS, Leadership event
- Emerging leader support
- Project Tours

## PHILANTHROPIC

- DYW
- Give Back Day



## NETWORKING & SOCIAL

- Communications
- IDEA Awards
- Trivia Night
- Unravel
- LouieCon
- Holiday Party

Our chapter relies on chapter sponsors for general management, advocacy, and student events. Without your support, we would not exist.

We still rely on ticket sales and event underwriters for event funding, and those opportunities will be available to you throughout the year. IIDA individual memberships do not go to our chapter.

If you have any questions, please feel free to reach out to the chapter President at [president@iidagateway.com](mailto:president@iidagateway.com)



# CALENDAR OF EVENTS 2025

**JAN** EDUCATOR'S ROUNDTABLE  
SALARY, BENEFITS, & EDI REVIEW  
ADVOCACY CEU  
NCIDQ TEST PREP

**FEB** ADVOCACY DAY AT THE CAPITOL  
NCIDQ MONTHLY ROUNDTABLE  
PROJECT TOUR  
STUDENT DAY

**MAR** NCIDQ MONTHLY ROUNDTABLE  
CAPES FOR KIDS  
PROJECT TOUR / CEU

**APR** ADVOCACY EVENT - PICKLEBALL  
ENVIRONMENTAL WEEK

**MAY** LINK PROGRAM WRAP UP  
IDEA AWARDS

**JUN** INTERN SOCIAL  
PROJECT TOUR

**JUL** NCIDQ TEST PREP HAPPY HOUR  
DESIGN YOUR WORLD

**AUG** NCIDQ MONTHLY ROUNDTABLE  
EDUCATORS ROUNDTABLE  
WALK & TALK  
PROJECT TOUR

**SEP** NCIDQ MONTHLY ROUNDTABLE  
GIVE BACK DAY

**OCT** LINK PAIRING PARTY  
TRIVIA NIGHT

**NOV** LOUIECON  
DESIGN DIALOGUE

**DEC** HOLIDAY PARTY





# 2025 SPONSORSHIP LEVELS & BENEFITS

12/09/24  
SPONSORSHIP  
DRIVE OPENS

1/31/25  
EARLY BIRD  
PRICING ENDS

2/28/25  
FULL YEAR  
SPONSORSHIP  
DEADLINE

	PLATINUM	GOLD	SILVER	BRONZE	A+D
EVENTS	EARLY BIRD: \$3700 ANNUAL PRICING: \$4400	EARLY BIRD: \$2200 ANNUAL PRICING: \$2640	EARLY BIRD: \$1700 ANNUAL PRICING: \$2040	EARLY BIRD: \$700 ANNUAL PRICING: \$840	EARLY BIRD: \$1950 ANNUAL PRICING: \$2340
PRIORITY BOOTH LOCATION AT LOUICON	1ST	2ND	3RD	4TH	NA
PRIORITY TO HOST EVENTS IN YOUR OFFICE OR SHOWROOM	1ST	2ND	3RD	4TH	PROJECT TOUR
OPPORTUNITY TO SPEAK WITH DESIGN YOUR WORLD STUDENTS	X				X
TICKETS TO IDEA AWARDS/UNRAVEL	3	2			1
BOOTH AT STUDENT SPEED NETWORKING WRAP UP PARTY					X

## RECOGNITION

VERBAL RECOGNITION AT ALL EVENTS	X				
COMPANY LOGO ON ANNUAL GIVE BACK DAY TSHIRT	X				
COMPANY LOGO & LEVEL DISPLAYED AT ALL EVENTS	X	X			
DIRECT LINK TO COMPANY WEBSITE ON IIDA GATEWAY WEBSITE	X	X	X		X
SPONSORSHIP RECOGNITION AT THE END OF EVERY MONTHLY NEWSLETTER'	LOGO	LOGO	TEXT	TEXT	TEXT
USE OF EMAIL SIGNATURE: '2025 IIDA GATEWAY CHAPTER (INSERT LEVEL) SPONSOR'	X	X	X	X	X

## SOCIAL MEDIA

QUARTERLY POST PROMOTING PRODUCTS OR EVENTS	X	X			
END OF THE YEAR SPONSOR 'THANK YOU' POST	X	X			
RESHARING EVENT & PROJECT POSTS YOU TAG US IN ON INSTAGRAM STORIES	X	X			X
IIDA GATEWAY WILL FOLLOW YOUR COMPANY ON INSTAGRAM	X	X	X	X	X





# PLATINUM SPONSORSHIP LEVEL

EARLY BIRD PRICING: \$3700 | ANNUAL PRICING: \$4400

## EVENT BENEFITS

- **1st priority booth location selection at Louiecon**
- **1st priority to host events in office or showroom:**  
From CEU's to student events - have the IIDA community come to you!
- **Opportunity to Speak with Design Your World Students:** This educational pipeline program provides high school students with exposure to the possibilities of a career in design.
- **3 GA Tickets to IDEA Awards/UNRAVEL:** Equal to (3) general admission tickets per special event. IDEA awards will be hosted in May 2025.

## RECOGNITION BENEFITS

- **Verbal recognition at all events in 2025**
- **Company logo on annual Give Back Day t-shirt:**  
Over 100 volunteers give back to the St. Louis community each September, all receiving a t-shirt with your logo on it!
- **Company logo & level displayed at all events**
- **Direct link to company website on IIDA Gateway website**
- **Your logo in our sponsorship recognition section at the end of every monthly newsletter:** Eblasted to over 1,375+ people
- **Use of the email signature: "2025 IIDA Gateway Chapter Platinum Sponsor"**

## SOCIAL MEDIA BENEFITS

- **Quarterly Instagram post promoting products or events:** Share with our 1,300+ followers your event or product!
- **End-of-Year sponsor "Thank You" post to Instagram, Facebook, and LinkedIn**
- **Resharing event & project posts tagged on Instagram stories:** Make sure you tag us! @iida\_gateway
- **IIDA Gateway will follow your company on Instagram**

Please note: IIDA Gateway Chapter Sponsorship does NOT give your company or your Sponsor Representatives a membership or a member number





# GOLD SPONSORSHIP LEVEL

EARLY BIRD PRICING: \$2200 | ANNUAL PRICING: \$2640

## EVENT BENEFITS

- **2nd priority booth location selection at Louiecon**
- **2nd priority to host events in office or showroom:**  
From CEU's to student events - have the IIDA community come to you!
- **2 GA Tickets to IDEA Awards/UNRAVEL:** Equal to (2) general admission tickets per special event. IDEA awards will be hosted in May 2025.

## RECOGNITION BENEFITS

- **Company logo & level displayed at all events**
- **Direct link to company website on IIDA Gateway website**
- **Your logo in our sponsorship recognition section at the end of every monthly newsletter:** Eblasted to over 1,375+ people
- **Use of the email signature: "2025 IIDA Gateway Chapter Gold Sponsor"**

## SOCIAL MEDIA BENEFITS

- **Quarterly Instagram post promoting products or events:** Share with our 1,300+ followers your event or product!
- **End-of-Year sponsor "Thank You" post to Instagram, Facebook, and LinkedIn**
- **Resharing event & project posts tagged on Instagram stories:** Make sure you tag us! @iida\_gateway
- **IIDA Gateway will follow your company on Instagram**

Please note: IIDA Gateway Chapter Sponsorship does NOT give your company or your Sponsor Representatives a membership or a member number





# SILVER SPONSORSHIP LEVEL

EARLY BIRD PRICING: \$1700 | ANNUAL PRICING: \$2040

## EVENT BENEFITS

- **3rd priority booth location selection at Louiecon**
- **3rd priority to host events in office or showroom:**  
From CEU's to student events - have the IIDA community come to you!

## RECOGNITION BENEFITS

- **Direct link to company website on IIDA Gateway website**
- **Your company name in our sponsorship recognition section at the end of every monthly newsletter:** Eblasted to over 1,375+ people
- **Use of the email signature: "2025 IIDA Gateway Chapter Silver Sponsor"**

## SOCIAL MEDIA BENEFITS

- **IIDA Gateway will follow your company on Instagram**

Please note: IIDA Gateway Chapter Sponsorship does NOT give your company or your Sponsor Representatives a membership or a member number





# BRONZE SPONSORSHIP LEVEL

EARLY BIRD PRICING: \$700 | ANNUAL PRICING: \$840

## EVENT BENEFITS

- **4th priority booth location selection at Louiecon**
- **4th priority to host events in office or showroom:**  
From CEU's to student events - have the IIDA community come to you!

## RECOGNITION BENEFITS

- **Your company name in our sponsorship recognition section at the end of every monthly newsletter:** Eblasted to over 1,375+ people
- **Use of the email signature: "2025 IIDA Gateway Chapter Bronze Sponsor"**

## SOCIAL MEDIA BENEFITS

- **IIDA Gateway will follow your company on Instagram**

Please note: IIDA Gateway Chapter Sponsorship does NOT give your company or your Sponsor Representatives a membership or a member number



# A&D SPONSORSHIP LEVEL

EARLY BIRD PRICING: \$1950 | ANNUAL PRICING: \$2340

We are excited to announce the addition of a new sponsorship level to our IIDA chapter: the A&D sponsorship. Exclusively for architectural and design companies, this level is designed to provide tailored benefits that align with the unique needs of A&D firms. It's our way of fostering deeper collaboration and recognizing the vital role these companies play in our design community.

## EVENT BENEFITS

- **Priority project tour location:** Highlight one of your firm's completed projects as part of our exclusive project tour series.
- **Opportunity to Speak with Design Your World Students:** This educational pipeline program provides high school students with exposure to the possibilities of a career in design.
- **1 GA Tickets to IDEA Awards/UNRAVEL:** Equal to (1) general admission tickets per special event. IDEA awards will be hosted in May 2025.
- **Booth at Student Speed Networking Wrap-Up Party:** Connect with the next generation of designers!

## RECOGNITION BENEFITS

- **Direct link to company website on IIDA Gateway website**
- **Your company name in our sponsorship recognition section at the end of every monthly newsletter:** Eblasted to over 1,375+ people
- **Use of the email signature: "2025 IIDA Gateway Chapter A&D Sponsor"**

## SOCIAL MEDIA BENEFITS

- **Resharing event & project posts tagged on Instagram stories:** Make sure you tag us! @iida\_gateway
- **IIDA Gateway will follow your company on Instagram**

Please note: IIDA Gateway Chapter Sponsorship does NOT give your company or your Sponsor Representatives a membership or a member number



# NEXT STEPS TO BECOMING A SPONSOR

- 1 Sign up to become a sponsor by following this link:  
[iida-gateway-chapter.ticketleap.com/2025-iida-annual-chapter-sponsorship/](https://iida-gateway-chapter.ticketleap.com/2025-iida-annual-chapter-sponsorship/)

Reminder - Early bird pricing ends on 01/31/25. Regular pricing and the opportunity to become a sponsor ends on 02/28/25
- 2 Follow IIDA Gateway on all social medias and sign up for our monthly newsletter so you can stay informed on all chapter events! Sign up for our newsletter [here](#).
- 3 Have any questions? Reach out to VP of Sponsorship, Tiffany Rushing, at [sponsorship@iidagateway.com](mailto:sponsorship@iidagateway.com)

FOLLOW US!

