

2026

SPONSORSHIP PACKAGE



IIDA

WISCONSIN
chapter

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Dear Friends & Sponsors,

As the Vice President of Sponsorship for IIDA Wisconsin, I want to extend our heartfelt gratitude to our current and past sponsors for your unwavering support. As the premier association for commercial interior designers, we are committed to fostering a vibrant community that connects design professionals, elevates standards, and strengthens the industry.

Your sponsorship is crucial in helping us provide invaluable resources, educational opportunities, and networking events that allow our members to grow and thrive. It is because of your generosity that we continue to build meaningful connections among designers, businesses, and communities.

As IIDA Wisconsin's membership continues to grow, so do the opportunities to engage with designers across the state. We are proud of the work we've accomplished and remain committed to providing value to both our members and sponsors

To those considering sponsorship for the first time, we sincerely welcome your involvement. Becoming a sponsor opens doors to a thriving network and positions your organization at the forefront of the design industry. Your support enables us to continue offering programs and events that foster creativity and professional development, ensuring the continued growth of our design community.

If you have any questions or would like more information about sponsorship opportunities, please don't hesitate to reach out to me. I am more than happy to discuss how we can work together to further elevate Wisconsin's design community. Thank you again for your continued support, and I look forward to another year of growth and success with you by our side.

Best,
Katie Fiess, Assoc IIDA
VP Sponsorship, IIDA Wisconsin

2025-2026 CHAPTER BOARD



LAURA SCHADE STROIK
PRESIDENT



KRISTI REUTER
PRESIDENT ELECT



MAYA JOHNSON
PAST PRESIDENT



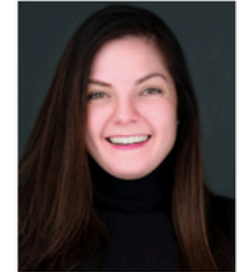
SHARI SANDLER
VP OF ADVOCACY



JAMIE COOPER
VP OF CITY CENTERS



BECKA SIMMS
VP OF COMMUNICATIONS



STEPHANIE BOETTCHER
VP OF MEMBERSHIP



CINDY HOWERY
VP OF PROFESSIONAL
DEVELOPMENT



KATIE FIESS
VP OF SPONSORSHIP
+ FUNDRAISING



MATTHEW ROSENQUIST
VP OF STUDENT AFFAIRS



ZACHARY DENTON
DIRECTOR OF FINANCE



JAIME DENMAN
COMMUNICATIONS: DIRECTOR OF
BRAND STRATEGY



LAUREN BRAHM
COMMUNICATIONS: DIRECTOR OF
SOCIAL MEDIA



KOREEN PELOT
DIRECTOR OF PREMIER EVENTS



ASHLEY KOOIMAN
DIRECTOR OF MADISON CITY
CENTER



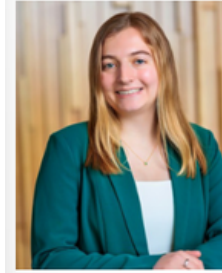
MARIFER GUTIERREZ
DIRECTOR OF MILWAUKEE CITY
CENTER



BRITTANY OSTERMAN
STUDENT LIAISON



HAYDEN SCHABEL
STUDENT LIAISON



CLAIRE WENDLAND
STUDENT LIAISON

INDUSTRY MEMBERSHIP VS. CHAPTER SPONSORSHIP

Understanding the difference:

- **Industry Membership** = National Reach + Higher Investment
- **Chapter Sponsorship** = Local Impact + Cost-Effective Relationship Building

Choose based on your business goals—broad national exposure or targeted local engagement.

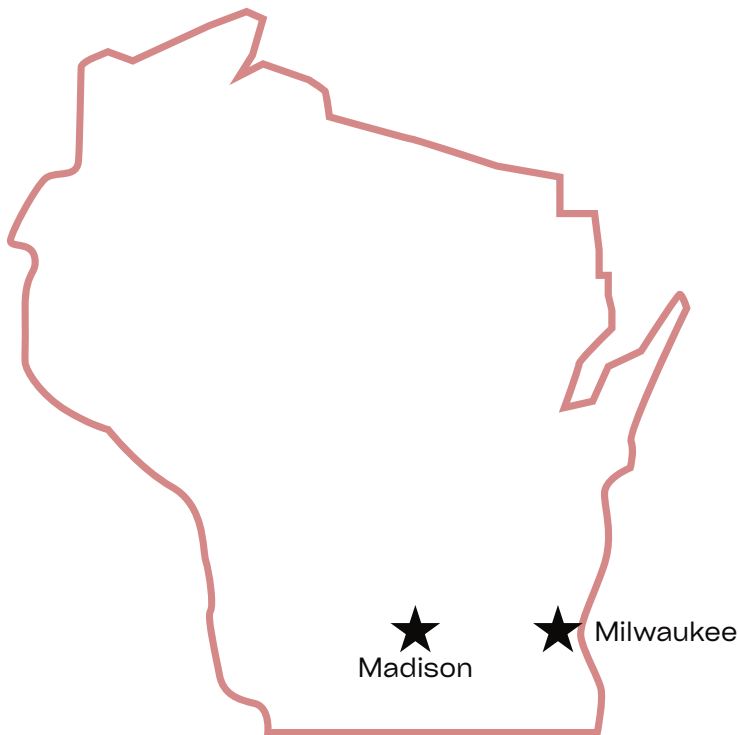
Industry-Corporate Membership does not include Chapter Benefits

	Industry-Corporate Membership (National)	Chapter Sponsorship (Local)
Audience Reach	National and international IIDA network	Local interior design community
Visibility	Exposure across IIDA national platforms and events	Recognition at local chapter events, newsletters, and communications
Networking	Connect with design professionals across regions and markets	Build strong ties with local designers and firms
Event Access	Invitations to national events (NeoCon, Industry Roundtable, etc.)	Participation in regional events, trade shows, and awards programs
Marketing Benefits	Enhanced exhibitor presence at national events	Logo on local event signage, website, and chapter materials
Resources & Insights	Access to IIDA-wide educational content, research, and trend reporting	Regionally relevant involvement and opportunities
Where Your Money Goes	Dues processed at IIDA HQ; may return as grants to the chapter	100% of sponsorship funds stay local and support the chapter directly
Who Sets Benefits	National IIDA Headquarters	Local IIDA Chapter defines sponsor benefits
Cost Range	\$1,500 – \$32,000 (based on company size)	\$250 – \$5,000 (based on sponsorship level)
Learn More	iida.org/memberships/industry-membership	iidawi.org/sponsors

OH HEY THERE!

GET TO KNOW US

Founded in 1994, IIDA Wisconsin supports interior designers in their journey for design excellence. The Chapter supports its member's growth in the industry through continuing education, networking opportunities, design award recognition, assistance achieving licensure and professional accreditation.



2 CITY CENTERS



200+
MEMBERS



20

COMMITTEE MEMBERS

3



CAMPUS CENTERS

12



NEWSLETTERS



70

COMPANIES REPRESENTED

1,347

INSTAGRAM FOLLOWERS



in 995

LINKEDIN FOLLOWERS

30,200+

VISITORS TO WEBSITE



6 PREMIER EVENTS

\$10,000+

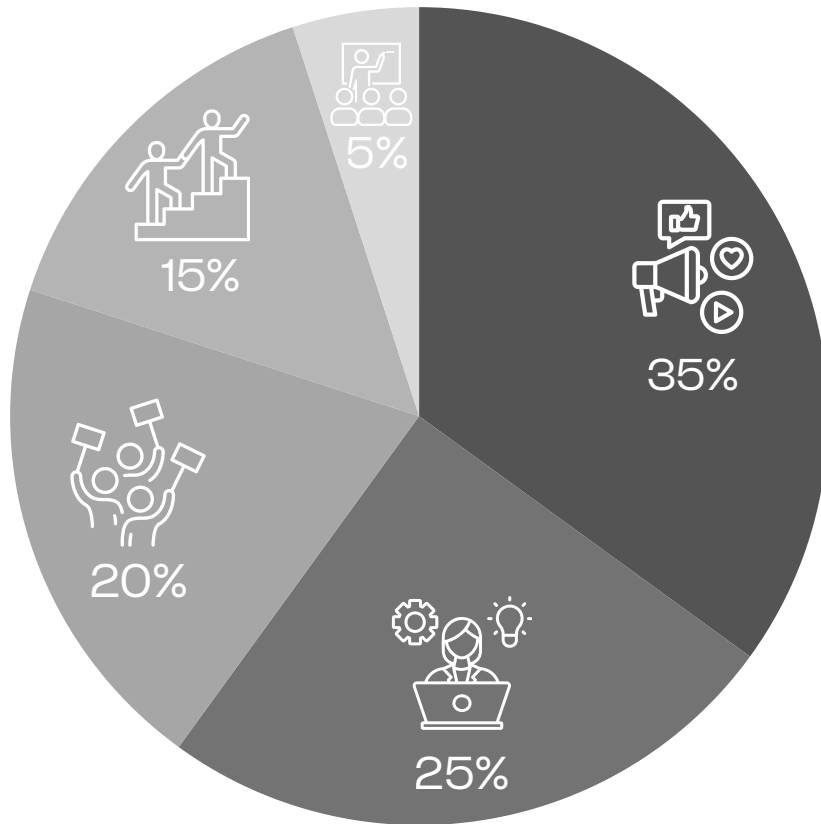
SUSAN WOHLITZ MEMORIAL FUND STUDENT SCHOLARSHIPS



1,116+

TICKETS SOLD TO EVENTS VIA WEBSITE

HOW YOUR SPONSORSHIP DOLLARS ARE ALLOCATED



- 35% Digital Communications & Chapter Operations**
Supports the essential behind-the-scenes needs of our volunteer-run organization, like website fees, storage, meeting software, and insurance.
- 25% Professional Education & Development**
Funds continuing education, credential support, and industry-relevant training for practicing professionals such as [ImpactID](#).
- 20% Advocacy & Community Outreach**
Fuels efforts to promote the value of interior design including legislation which may or may not include lobbying, as well as engagement with the wider community.
- 15% Leadership Training & Development**
Invests in building strong, effective chapter leaders through training and growth opportunities.
- 5% Student Engagement & Programming**
Supports events, mentorship, and resources designed to connect and inspire interior design students.

HOW TO BECOME A SPONSOR

Step 1: Visit the Website

- Go to the IIDA Wisconsin website: www.iidawi.org/sponsors

Step 3: Review Sponsorship Opportunities

- On the Sponsorship page, you'll find a full Sponsorship Catalog or overview document.
- Review the available sponsorship levels, benefits, and event-specific opportunities.

Step 4: Select a Sponsorship Level

- Choose the level (e.g., Platinum, Gold, Silver, Bronze, Event-Specific) that aligns with your goals and budget.
- Some levels include a year-long commitment, while others are one-time opportunities.

Step 5: Register and Pay Online

- Click the "Donate Now" button.
- You'll be taken to a Sponsorship Catalog where you can submit your company information and complete payment.
- Payment is processed securely through the site. Checks are also accepted.
- We also offer a payment plan option for our top sponsors (Diamond, Platinum, and Gold) that splits payments into bi-annual installments.
 - **First Installment:** At time of purchase (typically in January/February)
 - **Second Installment:** July

Step 6: Confirmation & Welcome

- After submitting your sponsorship, you'll receive a confirmation email.

A member of the IIDA WI Board (usually the VP of Sponsorship) will follow up with next steps, such as:

- Requesting your logo and contact info for our website (jpg format)
- Providing promotional deadlines
- Offering guidance on how to maximize your benefits

Please Note: Sponsorship does not automatically include IIDA membership. While discounted event rates may be available, non-member sponsors are generally required to pay non-member ticket fees. Benefits may differ by event and are subject to change.

A portion of the funds may be dedicated to interior design legislation which may or may not include lobbying.

SPONSOR LEVELS & BENEFITS	Visionary \$5000	Diamond \$3500	Platinum \$2500	Gold \$1500	Silver \$500	Bronze \$250
IIDA Membership valued up to \$599	X					
Sponsor Spotlight on Social Media	1 post	1 post				
Preferred table seating for Bag Bash and Celebrate in Design (CiD) Events	X	X				
50% off a table at CiD Awards**	Valued at \$600	Valued at \$600				
Complimentary tickets to IIDA WI Premier Events including Bag Bash, Celebrate in Design (CiD), and OnPar** (CiD excluded for Diamond sponsors)	2 Tickets per event (Total value at \$450)	2 Tickets per event (Total value at \$450)	1 Ticket per event (Total value at \$360)			
Company logo featured on IIDA WI Home Page with link to your website	X	X	X			
Company logo featured at Premier Events and City Center Events	X	X	X	X		
Company logo highlighted in IIDA WI E-newsletter (minimally sent quarterly)	X	X	X	X		
IIDA WI will follow company social media accounts & engage (repost)	4x per year	4x per year	3x per year	2x per year		
Company logo feature on IIDA WI Sponsor Page with link to company website	X	X	X	X	X	X
Job postings highlighted on IIDA WI Website	X	X	X	X	X	X

PREMIER EVENTS



GREAT BAG BASH
February 19, 2026



WI CAREER DAY
February 27, 2026



CELEBRATE IN DESIGN
April 16, 2026



ONPAR GOLF OUTING
August 20, 2026



EVOKE
Fall 2026



NEOCONSIN
October 15, 2026

PLEASE NOTE DATES ARE SUBJECT TO CHANGE.
CHECK BACK FOR OFFICIAL PROMOTION AT WWW.IIDAWI.ORG

EXTEND YOUR IMPACT - BECOME AN EVENT BENEFACTOR

Your support as an annual sponsor powers our chapter year-round. Becoming an event benefactor lets you make an even greater impact. By adding event opportunities, you gain targeted visibility, direct engagement with our members, and alignment with programs reflecting your brand's values. It's a meaningful way to deepen your impact while helping us deliver high-quality experiences for Wisconsin's design community.



GREAT BAG BASH

Supports the local interior design community by connecting students with professionals and raising funds for our Susan Wohltz Memorial Fund!

- Premier Event Benefactor - \$2,000
- Meal Benefactor - \$1,000
- Student Bus Benefactor - \$1,500
- Dessert Benefactor - \$750
- Appetizer Benefactor - \$500

CID

IIDA WI annual celebration honoring our outstanding designers and their firms.

- Level 1 Benefactor - \$1,500
- Level 2 Benefactor - \$1,000
- Level 3 Benefactor - \$500

EVOKE

Live runway show event featuring competing industry teams that have created garments from industry materials.

- Level 1 Benefactor - \$1,000
- Level 2 Benefactor - \$750
- Level 3 Benefactor - \$250

ONPAR

On Par is an event that helps IIDA WI raise funds to support and advocate for our membership and offer meaningful, educational, and fun networking opportunities throughout the coming year.

- Bar Benefactor - \$600 (quantity 1)
 - Logo prominently displayed at the bar
 - Branding on all drink tickets
- Meal Benefactor - \$500 (quantity 2)
 - Logo showcased at either lunch or dinner station (or both, if available)
- Beverage Cart Benefactor - \$300 (quantity 2)
 - Logo displayed on one or both beverage carts during the event

ADVOCACY

Fuels efforts to promote the value of interior design including legislation which may or may not include lobbying, as well as engagement with the wider community.

- Level 1 Benefactor - \$150
- Level 2 Benefactor - \$100
- Level 3 Benefactor - \$50



THANK YOU TO OUR 2025 SPONSORS

DIAMOND



PLATINUM



GOLD



SILVER

Atmosphere Commercial Interiors | Ceramic Tileworks | Haworth
Momentum Textiles | Surfaceworks | Tarkett

BRONZE

Third Stall Flooring Solutions | Studio C Interior Design
Just Design Collective | Form Space 7