2027 SPONSORSHIP PACKAGE

IIDA | WISCONSIN chapter







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Dear Sponsors & Friends,

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

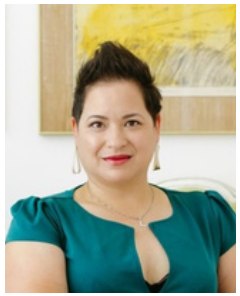
2026-2027 CHAPTER BOARD



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PRESIDENT



BECKA SIMMS
PRESIDENT ELECT



LAURA SCHADE STROIK
PAST PRESIDENT



SHARI SANDLER
VP OF ADVOCACY



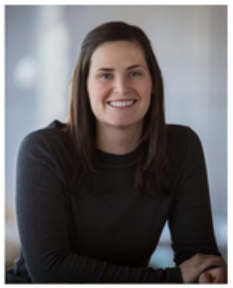
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VP OF CITY CENTERS



EMILI SPENCER
VP OF COMMUNICATIONS



STEPHANIE BOETTCHER
VP OF MEMBERSHIP



ANNE WILLIAMSON
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 BRAND STRATEGY



LAUREN BRAHM
COMMUNICATIONS: DIRECTOR SOCIAL MEDIA



KOREEN PELOT
DIRECTOR OF PREMIER EVENTS
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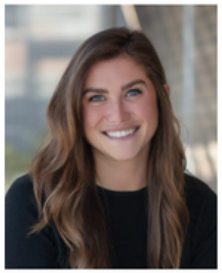
CINDY HOWERY
DIRECTOR OF PROFESSIONAL DEVELOPMENT



ASHLEY KOOIMAN
DIRECTOR OF MADISON CITY CENTER



MARIFER GUTIERREZ
DIRECTOR OF MILWAUKEE CITY CENTER



JORDAN HARRIS
DIRECTOR OF STUDENT AFFAIRS

INDUSTRY MEMBERSHIP VS. CHAPTER SPONSORSHIP

Understanding the difference:

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

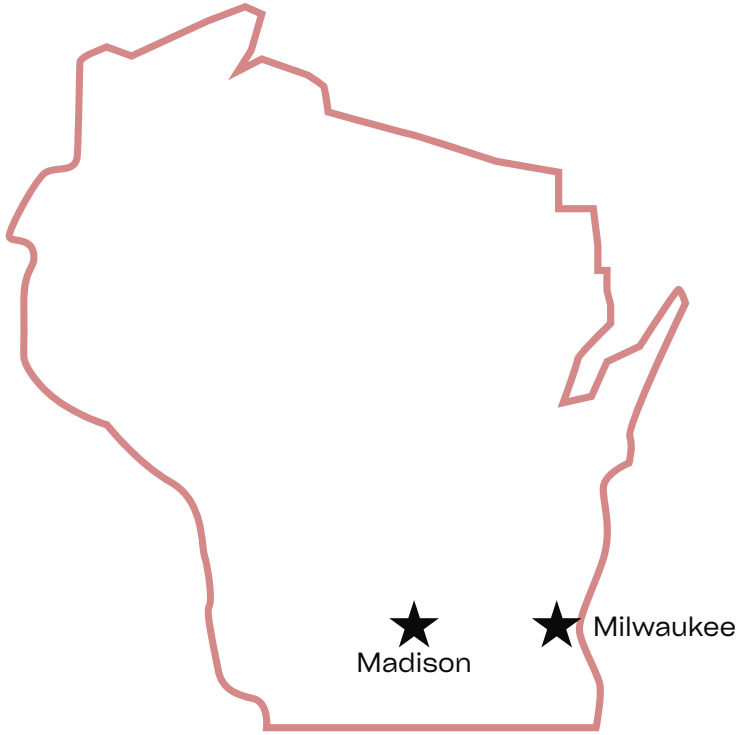
Choose based on your business goals—broad national exposure or targeted local engagement.
Industry-Corporate Membership does not include Chapter Benefits

	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

300+ MEMBERS

20 COMMITTEE MEMBERS

3 CAMPUS CENTERS

12 NEWSLETTERS

70 COMPANIES REPRESENTED

1,482 INSTAGRAM FOLLOWERS

1,284 LINKEDIN FOLLOWERS

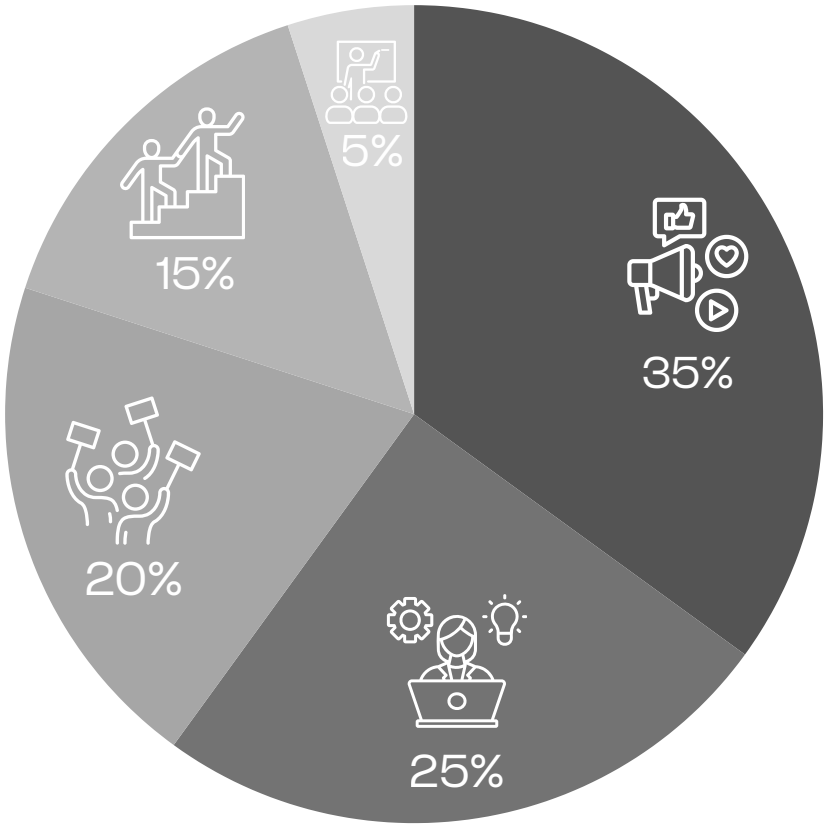
50,000+ VISITORS TO WEBSITE

5 PREMIER EVENTS

$12,000+ 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 2: **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 3: **Select a Sponsorship Level Based on Your Type of Partnership (A&D Firm or Industry Partner)**

- 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 4: **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 5: **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

IIDA | WISCONSIN chapter

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.

***IIDA will cover the IDCEC crediting fee for one (1) A&D Firm developed CEU hour during the 2027 calendar year. The sponsor is responsible for providing all materials required for submission. Approval of the courses is subject to IDCEC review and is not guaranteed. Continuing education credit and certificates will be provided only to attendees whose participation and attendance in the live presentation can be verified. Recorded, archived, or on-demand viewing of the program is not eligible for credit. This benefit applies to a single course submission and live presentation only. Unused crediting benefits expire at the end of the 2027 calendar year and may not be carried forward or transferred.

A&D SPONSOR LEVELS & BENEFITS

SPONSOR LEVELS & BENEFITS	Visionary $6000	Diamond $4000	Platinum $2750	Gold $1500	Silver $500	Bronze $250
IIDA Membership valued up to $599	X					
Free or Discounted CiD Award Submission Fee (Only eligible for more than one entry)	**Free second entry fee waved (Total value at $175)**	**Discounted second entry fee (Total value at $88)**				
50% off a table at CiD Awards*	***Valued at $800***	***Valued at $800***				
Complimentary tickets to IIDA WI Premier Events including Bag Bash, Celebrate in Design (CiD), and OnPar** (CiD excluded for Visonary and Diamond sponsors)	**3 Tickets per event (Total value at $825)**	**2 Tickets per event (Total value at $550)**	**1 Ticket per event (Total value at $275)**			
IDCEC application fee for (1) CEU Hour ***	X	X				
ImpactID program fee waved (Total value at $100)	X	X	X			
Company logo featured on IIDA WI Home Page with link to your website and highlighted in IIDA WI E-newsletter (minimally sent quarterly)	X	X	X	X		
Company logo featured at Premier Events and City Center Events	X	X	X	X		
Job postings highlighted on IIDA WI Website	X	X	X	X	X	
Company logo feature on IIDA WI Sponsor Page with link to company website	X	X	X	X	X	X

IIDA | WISCONSIN chapter

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**IIDA is not responsible for reaching out to sponsor for social media posts. Sponsor can decide what posts to have shared by IIDA.

***Available to eligible Industry Partner Sponsors for the 2027 calendar year. Sponsorship provides priority consideration, not a guaranteed presentation. Opportunities are awarded at the discretion of IIDA Wisconsin based on programming needs, content relevance, CEU requirements, scheduling availability, and member interest. IIDA Wisconsin will capture attendance and provide emails for certificate distribution to presenter. IIDA Wisconsin provides (8) virtual CEU's to member per calendar year.

INDUSTRY PARTNERS SPONSOR LEVELS & BENEFITS

SPONSOR LEVELS & BENEFITS	Visionary $6000	Diamond $4000	Platinum $2750	Gold $1500	Silver $500	Bronze $250
Sponsor Spotlight on Social Media**	**3 posts**					
Presentation of awards trophy at Celebrate in Design Award Ceremony	X	X				
Preferred table seating for Bag Bash and Celebrate in Design (CiD) Events	X	X				
50% off a table at CiD Awards**	***Valued at $800***	***Valued at $800***				
Complimentary tickets to IIDA WI Premier Events including Bag Bash, Celebrate in Design (CiD), and OnPar** (CiD excluded for Visonary and Diamond sponsors)	**3 Tickets per event (Total value at $825)**	**2 Tickets per event (Total value at $550)**	**1 Ticket per event (Total value at $275)**			
Featured company partnership and co-host opportunity with IIDA WI for one non-premier event	X	X	X			
Priority access to virtual CEU presentation opportunities ***	X	X	X			
Company logo featured on IIDA WI Home Page with link to your website and highlighted in IIDA WI E-newsletter (minimally sent quarterly)	**1 post**	X	X	X		
Company logo featured at Premier Events and City Center Events	X	X	X	X		
Job postings highlighted on IIDA WI Website	X	X	X	X	X	
Company logo feature on IIDA WI Sponsor Page with link to company website	X	X	X	X	X	X

PREMIER EVENTS



GREAT BAG BASH
February 11, 2027



WI CAREER DAY
February 26, 2027



CELEBRATE IN DESIGN
April 15, 2027



ONPAR GOLF OUTING
August 19, 2027



NEOCONSIN
October 14, 2027

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

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

***Available to A&D Firms and Industry Partners seeking continuing education credit approval for individual programs. IIDA Wisconsin is not responsible for developing content or ensuring program meets accrediting requirements of IDCEC. Service includes IDCEC application submission, administration and attendee credit reporting for a single event.

EXTEND YOUR IMPACT - SUPPORT YOUR CHAPTER

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 Wohlitz Memorial Fund!

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

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 - $750 (quantity 1)
  - Logo prominently displayed at the bar
  - Branding on all drink tickets
- ☐ Meal Benefactor - $850 (quantity 2)
  - Logo showcased at either lunch or dinner station (or both, if available)
- ☐ Beverage Cart Benefactor - $600 (quantity 2)
  - Logo displayed on one or both beverage carts during the event

CID

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

- ☐ Level 1 Benefactor - $2,000
- ☐ Level 2 Benefactor - $1,500
- ☐ Level 3 Benefactor - $750

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 - $200
- ☐ Level 2 Benefactor - $150
- ☐ Level 3 Benefactor - $75

CEU CERTIFICATION SUPPORT

We want to foster continuing education courses through IIDA and help develop our professionals within our chapter. ***

- ☐ 1 IDCEC Credited CEU Course - $400







THANK YOU TO OUR 2026 SPONSORS!

DIAMOND

eu:a | Flad | HGA | Interface | ANGUS-YOUNG ARCHITECTS/ENGINEERS

PLATINUM

Mohawk Group

GOLD

J+J FLOORING carpet | lvt | kinetex | ShawContract | OFS | carolina an OFS company | patcraft | Creative BusinessInteriors | MT COTTICK CONTRACT, LLC | LERDAHL | J CRU CONTRACT FURNISHINGS

SILVER

Atmosphere Commercial Interiors | Ceramic Tileworks | Potter Lawson
Momentum Textiles | Surfaceworks | Tarkett

BRONZE

Henricksen | Studio C Interior Design