



# 2020 ARIDO Events Sponsorship Opportunities

The Association of Registered Interior Designers of Ontario (ARIDO) is the self- regulatory body for Interior Designers in Ontario. ARIDO sets standards for admission into membership, including education and experience standards, professional development requirements as well as adherence to a Code of Ethics and Practice Standards.

ARIDO also has in place a Titles Act, *Bill Pr6*, which grants ARIDO Registered members the right to the title Interior Designer in the province of Ontario. The Association has a total membership of over 3,000 in Registered, Intern, Educator, and Student categories.

This sponsorship package outlines events and initiatives taking place in 2020 at both the regional and provincial levels across Ontario.

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# PROVINCE-WIDE EVENTS

## 2020 ARIDO Annual General Meeting and Ontario Summit

Date: March 26, 2020

Location: King Edward Hotel, Toronto

Time: 11 am to 8 pm

Target Audience: 400 Interior Designers

### **Networking Cocktail Reception Sponsor - \$4,500 (Non-competitive)**

Sponsorship includes:

- Opportunity to bring product into the event for display during the day's event – subject to rules of venue
- Opportunity for prize donation/giveaway or swag bag
- Table-Top presence during the Summit and Networking Cocktail Reception
- Opportunity to provide promotional material for delegates at the Summit and AGM
- Company logo on event signage and event notice emailed to ARIDO members
- Acknowledgement at the Summit, Networking Cocktail Reception and AGM (logo)
- Acknowledgement in pre-event promotion and post-event coverage and in the ARIDO newsletter (logo) from January 2020 to May 2020
- Acknowledgement on ARIDO website until 2021 (logo)
- Acknowledgement in the 2020 ARIDO Annual Report (logo)

### **Gold Sponsor - \$3,500**

Sponsorship includes:

- Tabletop presence during the Summit and Networking Cocktail Reception
- Opportunity to provide promotional material for delegates at the Summit and AGM
- Company logo on event signage and event notice emailed to ARIDO members
- Acknowledgement at the Summit, Networking Cocktail Reception and AGM (logo)
- Acknowledgement in pre-event promotion and post-event coverage and in the ARIDO newsletter (logo) from January 2020 to May 2020
- Acknowledgement on ARIDO website until 2021 (logo)
- Acknowledgement in the 2020 ARIDO Annual Report (logo)

### **Silver Sponsor - \$2,500**

Sponsorship includes:

- Opportunity to provide promotional material for delegates at the Summit and AGM
- Company logo on event signage and event notice emailed to ARIDO members
- Acknowledgement at the Summit, Networking Cocktail Reception and AGM (logo)
- Acknowledgement in pre-event promotion and post-event coverage and in the ARIDO newsletter (logo) from January 2020 to May 2020
- Acknowledgement on ARIDO website until 2021 (logo)
- Acknowledgement in the 2020 ARIDO Annual Report (logo)

## **ARIDO ROI Fundraiser**

**Spring 2020 – Details to follow**

This event will serve as one last fundraiser for ARIDO's 2019 ROI Recipient, BridgeNorth. BridgeNorth is a registered charitable organization based in York Region, Ontario, which exists to address and prevent the unique problems faced by victims of sexual exploitation and human trafficking by providing programs to assist with their departure and transition from the sex industry. BridgeNorth offers direct service to women, girls, and families affected by the sex industry. The 2019 ROI project focused on the improvement and refresh of the head office located in York Region

*Details will be finalized by early 2020.*

# ARIDO Awards Gala

Date: TBD

Location: TBD

Audience: 770 attendees

Join the leading event for Interior Design in Ontario and sponsor a sophisticated evening that will connect you with ARIDO and our members. Sponsorship at the ARIDO Awards Gala reaches 770 attendees in the design and construction industry. Get your brand in front of the industry's top talent and demonstrate your commitment to excellence in Interior Design.

## **Event Wine Sponsorship Package - \$20,000 – Exclusive Opportunity**

This sponsorship provides red and white wine at every table with company branding on wine bottles and at tables. The ARIDO team will coordinate all work related to branding the wine.

Sponsorship includes:

- Recognition in the 2020 ARIDO Awards Magazine - print and digital formats
- Acknowledgement on the ARIDO website, printed Gala Program, on-site event signage, printed gala tickets and the on-site video loop (logo)
- Acknowledgement in pre-event promotion and post-event coverage and in the ARIDO newsletter (logo)
- 1 complimentary table (10 tickets) with 10 drink tickets and strategic seating at the event
- Additional table of 10 to be offered at the Industry Partner Rate (50% discount) plus 10 prepaid drink tickets at cost
- Acknowledgement in the 2020 ARIDO Annual Report (logo)

## **Winners' Circle Partnership Package - \$10,000 - Non-competing**

ARIDO is pleased to offer this exciting Partnership opportunity for the 2020 ARIDO Awards Gala. This package is available to multiple organizations (non-competing) who are interested in building an experience and having brand presence during the gala, cocktail reception, and after party.

ARIDO will work with the Winners Circle Partners to build this collaborative, custom package in order to create an unforgettable experience within the event. Winners' Circle branding and Partners' logo will be used to promote this partnership.

Sponsorship includes:

- Incorporation of your product within an experience at the event during the cocktail reception, gala dinner and after party
- Recognition in the 2020 ARIDO Awards Magazine - print and digital formats
- Acknowledgement on the ARIDO website, printed Gala Program, on-site event signage, printed gala tickets and the on-site video loop (logo)
- Acknowledgement in pre-event promotion and post-event coverage and in the ARIDO newsletter (logo)
- 1 complimentary table (10 tickets) with 10 drink tickets and strategic seating at the event
- Additional table of 10 to be offered at the Industry Partner Rate (50% discount) plus 10 prepaid drink tickets at cost
- Acknowledgement in the 2020 ARIDO Annual Report (logo)

## **Bullet Cam Sponsorship Package - \$7,000 – Exclusive Opportunity**

ARIDO to develop company branding that will be incorporated as a backdrop for the Bullet Cam and coordinate all work related to branding.

Sponsorship includes:

- Company to be promoted as the exclusive Bullet Cam sponsor.
- Recognition in the 2020 ARIDO Awards Magazine - print and digital formats
- Acknowledgement on the ARIDO website, printed Gala Program, on-site event signage, printed gala tickets and the on-site video loop (logo)
- Acknowledgement in pre-event promotion and post-event coverage and in the ARIDO newsletter (logo)
- 1 complimentary table (10 tickets) with 10 drink tickets and strategic seating at the event.
- Additional table of 10 to be offered at the Industry Partner Rate (50% discount) plus 10 prepaid drink tickets at cost
- Acknowledgement in the 2020 ARIDO Annual Report (logo)

### **Platinum Sponsorship Package - \$12,000 – Exclusive Opportunity**

Sponsorship includes:

- Recognition in the 2020 ARIDO Awards Magazine - print and digital formats
- Acknowledgement on the ARIDO website, printed Gala Program, on-site event signage, printed gala tickets and the on- site video loop (logo)
- Acknowledgement in pre-event promotion and post-event coverage and in the ARIDO newsletter (logo)
- 1 complimentary table (10 tickets) with 10 drink tickets and strategic seating at the event
- Additional table of 10 to be offered at the Industry Partner Rate (50% discount) plus 10 prepaid drink tickets at cost
- Acknowledgement in the 2020 ARIDO Annual Report (logo)

### **Gold Sponsorship Package - \$8,000 – Non-competing**

Sponsorship includes:

- Recognition in the 2020 ARIDO Awards Magazine - print and digital formats
- Acknowledgement on the ARIDO website, printed Gala Program, on-site event signage, printed gala tickets and the on- site video loop (logo)
- Acknowledgement in pre-event promotion and post-event coverage and in the ARIDO newsletter (logo)
- 1 complimentary table (10 tickets) with 10 drink tickets and strategic seating at the event
- Additional table of 10 to be offered at the Industry Partner Rate (50% discount) plus 10 prepaid drink tickets at cost
- Acknowledgement in the 2020 ARIDO Annual Report (logo)

### **Silver Sponsorship Package - \$6,000 - Non-competing**

Sponsorship includes:

- Recognition in the 2020 ARIDO Awards Magazine - print and digital formats
- Acknowledgement on the ARIDO website, printed Gala Program, on-site event signage, printed gala tickets and the on- site video loop (logo)
- Acknowledgement in pre-event promotion and post-event coverage and in the ARIDO newsletter (logo)
- 5 complimentary gala tickets and 5 drink tickets
- Acknowledgement in the 2020 ARIDO Annual Report (logo)

### **Bronze Sponsorship Package - \$3,000 - Non-competing**

Sponsorship includes:

- Recognition in the 2020 ARIDO Awards Magazine - print and digital formats
- Acknowledgement on the ARIDO website, printed Gala Program, on-site event signage, printed gala tickets and the on- site video loop (logo)
- Acknowledgement in pre-event promotion and post-event coverage and in the ARIDO newsletter (logo)
- 2 complimentary gala tickets and 2 drink tickets
- Acknowledgement in the 2020 ARIDO Annual Report (logo)

### **Gary Hewson Table Sponsorship - \$3,000 - Exclusive Opportunity**

The Gary Hewson Scholarship was created in memory of an individual who touched the lives of many in Ontario's interior design community. The award will be presented each fall to one interior design student from each of ARIDO's recognized interior design programs who has shown exemplary peer mentorship, leadership, and volunteerism in their community. The winners receive a ticket to the ARIDO Awards Gala.

Sponsorship includes:

- Recognition in the 2020 ARIDO Awards Magazine - print and digital formats
- Acknowledgement on the ARIDO website, printed Gala Program, on-site event signage, printed gala tickets and the on- site video loop (logo)
- Acknowledgement in pre-event promotion and post-event coverage and in the ARIDO newsletter (logo)
- 2 complimentary gala tickets and 2 drink tickets
- Acknowledgement in the 2020 ARIDO Annual Report (logo)

# EMERGING PROFESSIONAL PROGRAMMING

Emerging Professional Programming focuses on initiatives and events for Intern and student members that support their growth along with the career path to becoming an Interior Designer. There are several events and initiatives included within this specific program that give your organization exposure to the next generation of Interior Designers.

## CAREER XPRESS

The ARIDO Career Xpress Committee (CX) is comprised of a dedicated group of Interior Design students and professionals who organize fun and rewarding events aimed at helping students and recent grads acquire the skills needed for them to stand out in the industry. This is an excellent opportunity for sponsors to showcase their wares to the future of the profession! By choosing to sponsor Career Xpress events, your company will get invaluable exposure at multiple events throughout the year! And that's not all... there is only one sponsorship level with a very reasonable price. Sponsor Career Xpress and show your support for the present and future faces of the Interior Design industry.

### Portfolio Prep – Fall 2020

This event is intended to teach future professionals the ins and outs of the Interior Design industry. From how to successfully create a portfolio, to the most effective means of using online tools, this event will not only include future designers, but also current industry professionals who will be showcasing their portfolios.

### NCIDQ Panel Discussion– Winter 2021

Students will gain first hand knowledge on the NCIDQ exam from a panel discussion. Passing the NCIDQ Exam is a requirement and part of your career path to become a Registered Interior Designer. A panel of designers who recently wrote and passed the NCIDQ exam will share their tips and tricks for preparing for the exam.

### Portfolio Review – Spring 2021

This speed dating style event will allow students to present their portfolios to industry members while comparing and forming ideas with other attendees. Students will also learn the necessary next steps for propelling themselves into the next chapter of the design community.

### Sponsorship level - \$500

Sponsorship includes:

- Logo on all events and reminder notices
- Logo on events posters and promotion on social media
- Sponsor acknowledgement in the events' opening
- Logo on events signage or monitors (where available)
- Opportunity to provide promotional items to attendees
- Opportunity to provide prize for contests and draws
- One ticket to attend each event

## MENTORCITY

Sponsorship level - \$550

Support ARIDO's mentorship program. The mentorship program offers value added benefits that promote education and career development and offer networking opportunities as strong incentives for Intern members who are obtaining their Supervised Work Experience while on the path to becoming a Registered Interior Designer. This will enhance our members' connection to ARIDO as we invest in their future to support them as they build their careers, and in turn, recruit, retain and grow ARIDO membership to fulfill our Membership mandate.

Sponsorship includes:

- Company logo on all correspondence promoting the Mentorship Program to ARIDO student, intern and registered members
- Company logo on the MentorCity Platform
- Acknowledgement in the ARIDO newsletter (logo)
- Acknowledgement in the Student and Intern Career Guide
- Acknowledgement in the 2020 ARIDO Annual Report (logo)

# PUBLIC FACING INITIATIVES

## IDS 2021 Sponsorship

As an organizational priority, ARIDO is committed to building public awareness around the profession of Interior Design, ARIDO members and the value they bring to the public consumer. ARIDO is returning to IDS Toronto 2021 and will have a booth to offer important programming and to engage with the consumer on public days. Leading up to the show, ARIDO and IDS Toronto 2021 will be promoting ARIDO programming that will be held in our booth to the ARIDO membership and to the public at large.

### IDS Toronto, trade/industry days – 2 days in January 2021

ARIDO will have a presence to connect with its members and the profession. Interior Designers will engage with ARIDO in our booth during the trade days for programming.

### IDS Toronto, public days – 2 days in January 2021

ARIDO will be holding *One-on-One Interior Design Consultations* which includes connecting the public to qualified ARIDO members for free pre-design consultations.

## ARIDO Booth Design

ARIDO is looking to create a unique space on the show floor to engage both Interior Designers and the public, and to showcase the association as the organization for interior design in Ontario. A design team comprised of ARIDO Registered members will develop a preliminary design, look and feel of the ARIDO booth. ARIDO is looking for support from our industry partners to sponsor the booth and to assist in curating a space that our visitors will not forget. All furnishings provided will be on loan to ARIDO for use in the show only and will not be kept by ARIDO.

### IDS Booth Partner - \$3,500

Booth Partners are sponsors who are supporting the ARIDO Booth design through contribution of a sponsorship fee of \$3,500 (not including HST) and contribution of product, material or services. This Booth Partnership Fee provides exclusivity to each sponsor in their respective product, material or service category. ARIDO's goal is to secure non-competing partners to further the return on investment. In addition to the partnership fee, any fees related to the venue for set up or removal of your product may be the responsibility of the Booth Partner.

#### ARIDO IDS Booth Partners will receive the following from ARIDO:

- Company logo on all communication to the ARIDO membership promoting our presence and programming at the show. All sponsors will be recognized and communication includes:
  - the ARIDO newsletter
  - email broadcasts
  - social media posts
- Promotion leading up to the event and in all post coverage of the show on [www.blogarido.ca](http://www.blogarido.ca), a public facing platform developed by ARIDO.
- Acknowledgement in the 2020 ARIDO Annual Report (logo)
- Be present in the ARIDO Booth during both the trade and public days to represent their organization.

### IDS Booth Supporters – Product, material or services

Booth supporters are sponsors who are supporting the ARIDO Booth design through the contribution of product, material or services. ARIDO will strive to provide exclusivity to each sponsor in their respective product, material or service category. ARIDO's goal is to secure non-competing supporters to further the return on investment. Any fees related to the venue for set up or removal of your product may be the responsibility of the Booth Supporter.

#### ARIDO Booth Supporters will receive the following from ARIDO:

- Company logo on all communication to the ARIDO membership promoting our presence and programming at the show. All sponsors will be recognized and communication includes:
  - the ARIDO newsletter
  - email broadcasts
  - social media posts
- Acknowledgement in the 2020 ARIDO Annual Report (logo)

# REGIONAL EVENTS AND INITIATIVES

ARIDO has several chapters across Ontario, each of which have active programming that provides direct access to Interior Designers in the region. Sponsorship opportunities are available for all events. ARIDO Chapter events' attendees include ARIDO members and Industry partners.

## **Eastern Ontario Chapter (Ottawa and Kingston)**

April 2, 2020 – Chapter Annual Meeting of Members and CEU event  
June 12, 2020 – Redblacks Game Opener  
November 26, 2020 – Holiday Party

## **Greater Toronto Area Chapter (Toronto, Mississauga, Scarborough, Barrie)**

February 25, 2020 – Gutterball  
April 23, 2020 – Chapter Annual Meeting of Members and CEU Event  
May 28, 2020 – Annual GTA Golf Tournament  
September 2020 – Mix and Mingle Event

## **Southern Ontario Chapter (Oakville, Burlington, Hamilton, Niagara Region)**

April 17, 2020 – Chapter Annual Meeting of Members and CEU Event  
September 16, 2020 – Golf Tournament  
November 2020 – Holiday Party

## **Grand Valley Chapter (Guelph, Cambridge, Kitchener, Waterloo)**

April 23, 2020 - Chapter Annual Meeting of Members and CEU Event  
June 4, 2020 – Catching Up on CEUs Day  
September 26, 2020 – CEU Event

## **Western Ontario Chapter (London, Chatham, Windsor)**

April 21, 2020 - Chapter Annual Meeting of Members and CEU Event  
September 2020 – CEU Day and Networking  
November 2020 – Holiday Gathering (Windsor and London)

# CUSTOM SPONSORSHIP PACKAGES

Are you interested in offering something that's not listed in this package for a specific event or initiative? Custom sponsorship opportunities can be designed where it brings a unique experience to the ARIDO events. Get in touch with the ARIDO team!

Any additional activities or involvement by the Sponsor may result in additional costs that are above and in addition to this Sponsorship Package.

Sponsorship Inquiries can be directed to **Sharon Portelli**, the ARIDO Executive Director at [sportelli@arido.ca](mailto:sportelli@arido.ca).