



Association
of Registered
Interior Designers
of Ontario

2022

ARIDO PARTNER & SPONSORSHIP OPPORTUNITIES

OPPORTUNITIES FOR 2022

The Association of Registered Interior Designers of Ontario (ARIDO) is the self-regulatory body for Interior Designers in Ontario that sets professional standards including education, experience and examination standards, professional development, and insurance 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.

In 2020, ARIDO began its journey towards the advancement of diversity, equity, inclusion, and accessibility. As we further our commitment, 2022 will bring a series of new initiatives and programs targeted towards a more diverse and inclusive community. We are currently looking for partners to join our efforts in advancing change.

Throughout 2022, programming will focus on aligning with our [Strategic Plan](#) objectives and desired outcomes led by the Equity, Diversity, Accessibility, and Advancement Committee. This programming aims to provide a platform that unites collaborators across Ontario who have a passion for an inclusive,

diverse, and thriving design community. It will also provide an opportunity for community members to advocate for safe, innovative, and thriving interior environments.

The desired outcomes of ARIDO's 2022 programming for our community is that it:

- Provides space for members and the broader community to contribute and engage in a shared sense of valued identity - collective WE.
- Enables our members and partners to engage in deeper, meaningful conversations; and
- Proves a brave space for our community to thrive amidst a sense of belonging where they can join and be a contributor to ARIDO's E, D& journey

Certain programming will also aim to help decision makers understand the value of partnering with an interior designer. Along with influencing public and private sectors to see ARIDO and its members as stakeholders and recognize the necessity of interior design related to innovative spaces in Ontario.

This package outlines events and initiatives taking place in 2022 at both the regional and provincial levels across Ontario.

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**INTERIOR DESIGN WEEK &
ARIDO AWARDS GALA 2022**

Sponsorship Opportunities

INTERIOR DESIGN WEEK IN ONTARIO – SEPTEMBER 2022

As part of our 2022/2023 Strategic Plan, ARIDO is committed to honoring our responsibility as an industry leader to forge a new pathway to advance equity and diverse representation, along with reinforcing the value of interior design in Ontario through actionable programs and policies.

The launch of the first ever Interior Design Week in Ontario will focus on the increased awareness and reinforcing the value of the interior design profession to the public, end users, private, and public sector client groups. This event will also focus on engaging the participation of all members, partners, stakeholders, and non-members across Ontario.

This event will include core programming focused on the value of interior design and collaboration with the profession and will contain three streams: Educate, Advance Change, and Community. This programming is intended to bring the work of ARIDO and our community to educate and engage an external audience.

EDUCATE STREAM

September 27, 2022
In-person & virtual

Education speaker series with a focus on educating on the scope of interior design and consumer best practices for interior projects. This stream will cover both residential and commercial sectors:

Working With an Interior Designer Series:

- o Starting Your Project with an RFP. (Requesting Interior Design Services info session)
- o Everything you need to know about your project. (Typical project scope and design phases info session)
- o What can your interior designer do for you. (Interior Design Services, other consultants' info session)
- o Trade Secrets: the good, the bad and the ugly of interior design projects.

ADVANCE CHANGE STREAM

September 28, 2022
In-person

Panel presentations led by ARIDO members, and their clients showcase the work of qualified interior designers. These sessions will focus on providing case examples that demonstrate the impact that interior design has on spaces and the humans that function within them.

Members and their clients will share design intent, approach and lived experiences:

- o ARIDO ROI Project – BridgeNorth – design that supports human value and fights human trafficking
- o ARIDO ROI Project – Sketch – design that supports the engagement of diverse young people, aged 16-29, who live homeless or on the margins and navigate poverty to cultivate social and environmental change through the arts.
- o 2 projects submitted by ARIDO members*

COMMUNITY STREAM - September 29, 2022

In-person and virtual

Through programming, the Community stream will provide the public with access to interior designers and ARIDO by offering design consultations and ARIDO student led charrette that connects high school students in underrepresented communities with interior design students in engaging programming. The stream will close with the ARIDO Awards Gala where the design community comes together to celebrate excellence in design.

- o Design consultations with public and business owners
- o Interior Design Charrette
- o Awards Gala

2022 ARIDO Awards Gala - September 29, 2022

The ARIDO Awards Gala continues to be the industry's premier design awards event in Ontario. The ongoing pandemic has enabled the opportunity to reinvent how we recognize and celebrate interior design excellence in Ontario.

We have also found new ways to remain connected and celebrate together. Join us in September 2022 for a hybrid gala with a live-stream announcing the awards and satellite events around the province in industry showrooms and offices. Small satellite events will also include award winners participating at their design firm offices.

The ARIDO Awards Gala continues to be the signature event that keeps our vibrant community across Ontario connected. This year, the Gala will be the closing event of the new Interior Design Week program to elevate our gathering as a community and showcase excellence in Interior Design for Ontario.

Hybrid Event – Virtual and Small Gatherings
Host and Event MC: Jennifer Valentyne
Audience 500+

The 2022 ARIDO Awards program will celebrate the 2022 categories: GATHER+PLAY, LIVE, LIVE TOGETHER, and SHOP, as well as the annual categories, CRAFT, DISTINCT, and PRESERVE+RESTORE.

Awards ceremony will also include a live DJ during breaks.

Participant Access to the virtual event refers to participation in the event livestream as a satellite site, i.e. the livestream will patch into your event site and the event livestream will feature your site on screen.

Attendee Access to the virtual event refers to view-only access of the live broadcasting of the event, i.e. like watching an event on your TV at home.

Interior Design Week and Awards Gala Winner Circle Partners – Exclusive - \$2,500

Non-compete opportunities only.

ARIDO is pleased to announce this exciting new partnership opportunity for the inaugural Interior Design Week in Ontario. This package is exclusive to non-competing organizations and offers the best return on investment as it provides the most exposure over the 3-day provincial event.

Sponsorship includes:

- o Opportunity to host the public and interior designers for several events during September 27, 28, and 29. This includes hosting designers as a 2022 ARIDO Awards Gala satellite site at no extra sponsorship or ticket cost.
- o ARIDO will assign Award Winners to your site for the Gala.
- o Unlimited ticket access for your host site for the Awards Gala. Partners are treated as a group of participants and are granted Participant Access to the livestream:
- o Livestream will patch into your event site and the event livestream will feature your site on screen.
- o Your site will also be able to watch the livestream.
- o A personalized video message from your organization to all award winners to be included in the event livestream.
- o Acknowledgement in the livestream (President's Remarks)
- o Acknowledgement in pre-event promotion and post-event coverage in the ARIDO newsletter for September and October.
- o Acknowledgement on ARIDO website until 2023 and in the 2022 Annual Report (logo).
- o Acknowledgement in the digital and print 2022 Awards Magazine.

All costs associated with hosting designers at a satellite site are at the host's expense.

Additional event activities and enhancers are available for discussion and can be included in the final custom package.

Ready
to sponsor?
[Click here!](#)

Educate Stream Sponsor - \$1,500

Non-Competing Opportunity to 4 sponsors

Sponsorship includes:

- o Exclusive sponsor for the Educate Stream taking place on September 27, 2022.
- o Opportunity to introduce a session virtually during the Educate Stream.
- o Acknowledgement for the duration of the 3-day event.
- o Acknowledgement in pre-event promotion and post-event coverage and in the ARIDO newsletter (logo) from June 2022 through to September 2022
- o Acknowledgement on ARIDO website until 2023 (logo)
- o Acknowledgement in the 2022 ARIDO Annual Report (logo)

Tickets and sponsorship opportunities for the gala sold separately.

Ready
to sponsor?
[Click here!](#)

Design Charrette Sponsor - \$1,500

Non-Competing Opportunity

Sponsorship includes:

- o Exclusive sponsor for the Student Design Charrette taking place on September 29, 2022
- o Option to provide a promotional video to market during the charrette across Ontario in 10 design programs and participating high schools
- o Acknowledgement for the duration of the 3-day event
- o Acknowledgement in pre-event promotion and post-event coverage and in the ARIDO newsletter (logo) from June 2022 through to September 2022.
- o Acknowledgement on ARIDO website until 2023 (logo)
- o Acknowledgement in the 2022 ARIDO Annual Report (logo)

Tickets and sponsorship opportunities for the gala sold separately.

Ready
to sponsor?
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Design Consultations Sponsor - \$1,500

Sponsorship includes:

- o Exclusive sponsor for the design consultations taking place on September 29, 2022
- o Opportunity to host design consultations within your space. Consultations are open to residential and commercial clients
- o Acknowledgement for the duration of the 3-day event
- o Acknowledgement in pre-event promotion and post-event coverage and in the ARIDO newsletter (logo) from June 2022 through to September 2022
- o Acknowledgement on ARIDO website until 2023 (logo)
- o Acknowledgement in the 2022 ARIDO Annual Report (logo)
- o Acknowledgement in the digital and print 2022 Awards Magazine

Tickets and sponsorship opportunities for the gala sold separately.

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ARIDO AWARDS GALA – September 29, 2022

Satellite Site Host - \$1,500

- o Satellite Host for the Virtual Awards Gala
- o Unlimited ticket access for your host site for the Awards Gala
- o Acknowledgement during livestream (President's Remarks)
- o Participant Access to view and appear in the livestream
- o Acknowledgement in pre-event promotion and post-event coverage in the ARIDO newsletter for September and October.
- o Acknowledgement on ARIDO website until 2023 and in the 2022 Annual Report (logo).
- o Acknowledgement in the digital and print 2022 Awards Magazine.

All costs associated with hosting designers at a satellite site are at the host's expense.

Ready
to sponsor?
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Wine Sponsor

- o Donation of wine to be served at the winner sites
- o Attendee Access to view the livestream
- o Acknowledgement during the livestream (President's Remarks)
- o Acknowledgement in pre-event promotion and post-event coverage in the ARIDO newsletter for September and October
- o Acknowledgement on ARIDO website until 2023 and in the 2022 Annual Report (logo)
- o Acknowledgement in digital and print 2022 Awards Magazine

Broadcast Sponsor - \$750

- o Attendee Access to view the livestream
- o Acknowledgement during the livestream (President's Remarks)
- o Acknowledgement in pre-event promotion and post-event coverage in the ARIDO newsletter for September and October
- o Acknowledgement on ARIDO website until 2023 and in the 2022 Annual Report (logo)
- o Acknowledgement in digital and print 2022 Awards Magazine

GROUP TICKET SALES

Office or showroom for a group of individuals (includes teams winning awards)

Attendee Access granted for all group ticket sales.

Only teams winning awards will be given Participant Access.

Member Rate: \$100

Non-member Rate: \$225

INDIVIDUAL TICKET SALES

Attendee Access granted for all individual ticket sales.

Member Rate: \$20

Non-Member Rate: \$45

Participant Access to the virtual event refers to participation in the event livestream as a satellite site, i.e. the livestream will patch into your event site and the event livestream will feature your site on screen.

Attendee Access to the virtual event refers to view-only access of the live broadcasting of the event, i.e. like watching an event on your TV at home.

OVERVIEW – IDW AND GALA SPONSORSHIP PACKAGES

Interior Design Week and Awards Gala Sponsorship Overview

	Interior Design Week Partners	Educate Stream Sponsor	Design Charette Sponsor	Design Consultations Sponsor	Gala Satellite Host	Wine Sponsor	Broadcast Sponsor
	\$2,500	\$1,500	\$1,500	\$1,500	\$1,500	Cost of wine donation	\$750
Host designers in your space for multiple events on September 27, 28 & 29, 2022 *	✓						
Hosting gala celebration	✓				✓		
Host award winners at your site	✓						
Awards Gala Participant Access**	✓				✓		
Awards Gala Attendee Access ^						✓	✓
Introduce a speaker for Educate Stream		✓					
Option to provide personalized promotional video	✓	✓	✓	✓	✓		
Host design consultations in your space				✓			
Organization branding on wine for award winning sites						✓	
Acknowledgement during event	✓	✓	✓	✓	✓	✓	✓
Pre and post event promotion	✓	✓	✓	✓	✓	✓	✓

* Partners have discretion as to how many events during Interior Design Week they wish to host.

** Live patch into your site during gala livestream

^View only access to gala livestream



EMERGING PROFESSIONAL
PROGRAMMING
Sponsorship Opportunities

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 your brand to the future of the profession. By sponsoring Career Xpress events, your company will get invaluable exposure at multiple events throughout the year. This year, we're pleased to offer one bundled option at a reasonable price. Sponsor the Emerging Professional program and show your support for the present and future members of the Interior Design industry.

PORTFOLIO PREP – FALL 2022

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 2022

Students will gain firsthand knowledge on the NCIDQ exam from a panel discussion. Passing the NCIDQ Exam is a requirement and part of the 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 2023

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

Ready
to sponsor?
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MENTORCITY

Sponsorship level - \$550

Support ARIDO's 2022 mentorship program. The mentorship program offers value added benefits that promote education, career development, and 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. The program runs from June to October.

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) during program
- Acknowledgement in the Student and Intern Career Guide
- Acknowledgement in the 2022 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. The following is a list of regional events for the remainder of 2022.

Eastern Ontario Chapter (Ottawa and Kingston)

November 2022 – Holiday Party

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

September 21, 2022 – Annual GTA Golf Tournament

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

September 14, 2022 – Golf Tournament

November 18, 2022 – Holiday Party

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

September 24, 2022 – CEU Day

November 24, 2022 – Christmas Party

Western Ontario Chapter (London, Chatham, Windsor)

September 2022 – Student and Intern Event

November 2022 – Holiday Gathering

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