



# SPONSORSHIP **IFDA** OPPORTUNITIES

INTERNATIONAL FURNISHINGS  
AND DESIGN ASSOCIATION



# MAKE AN IMPACT...

and have access to industry leaders and decision makers driving today's trends.

## WHY SPONSOR IFDA?

### 1 BE A LEADER

Lead the industry rather than just follow.

Align yourself with the firms and designers making a difference all over the world as leaders in the furnishing and design industry. Associating with these high profile firms and individuals will get you noticed, appreciated and listened to.

### 2 SUPPORT & GROW

Grow with us as we continue to focus on enhancing the professionalism and stature of the industry.

Support the industry's only professional organization representing the diverse industries that constitute the residential and commercial furnishings and design industry. With a full calendar of events, networking, education, and charitable causes, we strive to support our members, their products and services.

### 3 INFLUENCE

Our e-blasts average a 42% open rate to over 10,000 contacts!

Be part of a fast growing group of companies and individuals that are recognized as leaders of the trends worldwide.

Where else can you get such a high rate of return and influence for such a reasonable investment?

The opportunities listed on the next pages are designed to fit a variety of budgets and branding opportunities.

Take a look at what works for **YOU!**



# SPONSORSHIP LEVELS

## DIAMOND - \$10,000

1. (5) IFDA professional members, 1 in 5 National Chapters of your choice, with full member access
2. (10) dedicated IFDA e-blasts distributed to the membership : E-blast to be provided by Sponsor to IFDA for distribution
3. The opportunity to host (4) one-hour webinars per year. Each webinar will be promoted through an e-mail blast to all IFDA members and others in the industry
4. Company logo featured on homepage of the IFDA International and Chapter websites
5. 150 word description of your company to appear on the IFDA sponsors' page on the IFDA website
- 6 (3) Mailings of collateral to membership with one time use membership address labels to be provided by IFDA
7. Your company logo with link to your website listed on the front page of *Network*, IFDA's quarterly news magazine and on all Chapters' newsletter
8. The opportunity to provide a news brief (up to 250 words) and a photo in (4) Network "Sponsorship Spotlight" features
9. Verbal recognition and company logos featured in IFDA webinars
10. Recognition on IFDA's social media pages - (10) posts per year
11. IFDA Sponsor logo with link to IFDA website for display on your website



# SPONSORSHIP LEVELS

## PLATINUM - \$7,500

1. (3) IFDA professional members, 1 in 3 National Chapters of your choice, with full member access
2. (7) dedicated IFDA e-blasts distributed to the membership : E-blast to be provided by Sponsor to IFDA for distribution
3. The opportunity to host (3) one-hour webinars per year. Each webinar will be promoted through an e-mail blast to all IFDA members and others in the industry
4. Company logo featured on homepage of the IFDA International and Chapter websites
5. 100 word description of your company to appear on the IFDA sponsors' page on the IFDA website
6. (2) Mailings of collateral to membership with one time use membership address labels to be provided by IFDA
7. Your company logo with link to your website listed on the front page of *Network*, IFDA's quarterly news magazine and on the (7) participating Chapters' newsletter
8. The opportunity to provide a news brief (up to 250 words) and a photo in (3) *Network* "Sponsorship Spotlight" features
9. Verbal recognition and company logos featured in IFDA webinars
10. Recognition on IFDA's social media pages - (7) posts per year
11. IFDA Sponsor logo with link to IFDA website for display on your website



# SPONSORSHIP LEVELS

## GOLD - \$5,000

1. (2) IFDA professional members, 1 in 2 National Chapters of your choice, with full member access
2. (5) dedicated IFDA e-blasts distributed to the membership : E-blast to be provided by Sponsor to IFDA for distribution
3. The opportunity to host (2) one-hour webinars per year. Each webinar will be promoted through an e-mail blast to all IFDA members and others in the industry
4. Company logo featured on homepage of the IFDA International and Chapter websites
5. 75 word description of your company to appear on the IFDA sponsors' page on the IFDA website
6. (1) Mailing of collateral to membership with one time use membership address labels to be provided by IFDA
7. Your company logo with link to your website listed on the front page of *Network*, IFDA's quarterly news magazine and on the (5) participating Chapters' newsletter
8. The opportunity to provide a news brief (up to 250 words) and a photo in (2) *Network* "Sponsorship Spotlight" features
9. Verbal recognition and company logos featured in IFDA webinars
10. Recognition on IFDA's social media pages - (7) posts per year
11. IFDA Sponsor logo with link to IFDA website for display on your website

# SPONSORSHIPS AT-A-GLANCE

	Diamond \$10,000	Platinum \$7,500	Gold \$5,000
1 year membership in chapters of choice (designated participating chapters)	5	3	2
Dedicated e-blasts distributed to members	10	7	5
Opportunity to host one-hour webinar	4	3	2
Company logo on homepage of International and Chapter Websites	✓	✓	✓
Description of company on IFDA sponsor's page on IFDA Website	150 words	100 words	75 words
Mailing of collateral to membership	3 times	2 times	1 time
Company logo on front page of Network, IFDA's quarterly news magazine and participating Chapter's newsletter	✓ w/link	✓ w/link	✓
News brief and photo in Network "Sponsorship Spotlight" features	4X	3X	2X
Verbal recognition at all National conferences and participating chapter's events	✓	✓	✓
Verbal recognition and company name featured in IFDA Webinars	✓	✓	
Recognition on IFDA's International social media pages - posts	10	7	5
IFDA Sponsor logo with link to IFDA website for display on your website	✓	✓	✓

Please contact Linda Kulla, FIFDA, Executive Director of IFDA if you would like to join us at 610-992-0008 or [linda@ifda.com](mailto:linda@ifda.com)