

SPONSORSHIP PACKAGE

FREMONT STUDIOS - SEATTLE, WASHINGTON

IIDA
NORTHERN PACIFIC
chapter



**PRODUCT
RUNWAY**

MAY 18TH
2023

The International Interior Design Association Northern Pacific Chapter (IIDA NPC) is proud to announce the long-awaited return of our iconic fundraising event Product Runway.

Product Runway randomly pairs top local architecture & interior design firms with innovative product manufactures, bringing them together to collectively create runway ready garments using an array of interior finish materials. Several teams compete sending models down the runway clad in couture creations crafted using items such as plastic, glass, fabric, carpet and beyond.

The theme this year is "Tectonic Shift" and will be held on Thursday May 18th at Fremont Studios in Seattle, Washington.

To help bring the runway back to life we are seeking sponsorship from industry partners such as yourself. **We have several "sizes" of sponsorship opportunities available.** Please see the enclosed sponsorship document for details.

Proceeds from Product Runway "Tectonic Shift" will support ongoing and future efforts of Interior Design Advocacy across our chapter: Alaska, Idaho, Washington, British Columbia, and Alberta. IIDA supports the goal of increasing the value and understanding of interior design through the advancement of design excellence, legislation, leadership, accreditation, and community outreach.

Thank you for your consideration. We hope you can join us on the red carpet!

LEVEL ONE \$10,000

One Sponsorship at this level is available!

- Your company logo listed on all event materials at the first level
- Your company logo/link posted on the IIDA NPC's website at the first level
- Six (6) VIP seating admission tickets, directly alongside the runway
- Six (6) ticket to an exclusive VIP party featuring our celebrity judges
- Prominent company logo at event venue
- Additionally, one representative from your organization will be recognized and welcomed on-stage by the Product Runway MC during the awards portion of the program to act as the "award usher", assisting to pass on the awards to the winning teams

LEVEL TWO \$7,500

- Your brand company logo listed on all event materials at the second level
- Four (4) VIP seating admission tickets
- Four (4) tickets to an exclusive VIP party featuring celebrity judges
- A prominent brand / company logo at event venue
- Premium seating for four (4) people directly alongside the runway

LEVEL THREE \$5,000

- Your brand company logo listed on all event materials at the third level
- Two (2) VIP seating admission tickets
- Two (2) tickets to an exclusive VIP party featuring celebrity judges
- Logo included in pre-show slide deck

SPONSORSHIP LEVELS

LEVEL FOUR \$2,500

- Your company name listed on IIDA NPC's website for the Tectonic Shift
- Four (4) general admission tickets
- Company listed in pre-show slide deck

LEVEL FIVE \$1,000

- Your company listed on IIDA NPC's website for the Tectonic Shift
- Three (3)** general admission tickets
- Company name list in pre-show slide deck

LEVEL SIX \$500

- Your company listed on IIDA NPC's website for the Tectonic Shift
- Two (2) general admission tickets
- Company listed in pre-show slide deck

IN-KIND DONATION

Suggested, but not limited to, are these opportunities:

- Drink Ticket Sponsor
- Runway Sponsor
- Venue Sponsor
- Press Lounge Sponsor
- Juror / Emcee Sponsor
- Make Up / Cosmetic Sponsor
- Hair Styling Sponsor
- Gift Bag Sponsor

If you would like to donate one of these goods or services in-kind, or have other ideas on what you'd like to donate, please reach out!

SILENT AUCTION

Do you have an item you'd like to donate for our silent auction? We're considering physical items like furniture, wine, etc., experiences like travel, hotel stays, etc. among other items, we'd love to chat!

IIDA PATRON DRIVE

- VIP Event Sponsor SOLD
- Photobooth Sponsor SOLD
- First Tier Sponsor SOLD
- Second Tier Sponsor SOLD
- Third Tier Sponsor SOLD

SPONSORSHIP LEVELS

PRODUCT RUNWAY—TECTONIC SHIFT COMMITMENTS



In order to guarantee full recognition of your 2023 Product Runway contribution and to receive your full benefits, corporate logos and outstanding invoices must be received and paid in full by **April 7th, 2023**.

Please complete our simple commitment form here—[Sponsorship Commitment Form](#)

If you have any questions please reach out to—

Matt Thompson | IIDA NPC VP of Signature Events iidanpc.events@gmail.com

Lynn Nelson | IIDA NPC Signature Events Director | iidanpc.eventsdirector@gmail.com

Tiffany Fraioli | Product Runway Chair | TiffanyF@braleygray.com

See you on the runway!

-Product Runway Committee