

**IIDA**

**NORTH  
FLORIDA**  
chapter

**BENEFACTOR  
PROGRAM**

2022



# LETTER FROM OUR PRESIDENT



## **Dear Industry Benefactors, Design Firm Advocates, and Friends,**

As the 2023-2024 IIDA North Florida Chapter President, I am honored to serve this amazing organization and community. IIDA's mission is to provide meaningful resources to commercial interior designers and their clients to advance the profession and enhance business value. Your continued support throughout the years are the reason we have been able to uphold this mission and grow as a chapter.

From our Signature Events that celebrated design in every facet and highlighted the creativity in our professions, to Professional Development Events that were illuminating for career advancement, your support was the key in every success. We are ecstatic to continue to elevate our Signature Event this year, The Design Awards Gala, and are working hard to develop new programs in Student Affairs, Member Outreach, and Leadership Development. We also continue to expand our memberships across the Chapter in Jacksonville, Gainesville, and Tallahassee. Our Advocacy Team's ongoing work to defend Interior Designers and educate the community on deregulation is especially important as we grow and evolve. Your partnership as a Benefactor allows us to offer these pivotal benefits to our Members and the Design Community in North Florida.

We recognize our Benefactors as true partners in running this Chapter. Without you, there would be no IIDA North Florida Chapter. We are so thankful for your support as we have pulled through the challenges of the Global Pandemic and are back to a new version of normal together. We look forward to a successful year in 2024 with increased involvement and exciting initiatives. We hope that you will continue to be an invaluable Benefactor of our Chapter. Your generous support will lead us in our vision to support culture, enhance business value, solve problems, and positively impact the health and well-being of people's lives through a greater understanding of interior design.

Thank you to all our current Benefactors, Sponsors, and Members – you are the reason we are here. We look forward to your continued support in 2024. We can't wait to see what we will achieve together this year!

Sincerely,

A handwritten signature in white ink that reads "Reshalla Ramsaran". The signature is written in a cursive, flowing style.

Reshalla Ramsaran  
2023-2024 North Florida Chapter President

# Why IIDA NORTH FLORIDA CHAPTER

**5.5K**  
WEBSITE  
VISITS

**900+**  
FACEBOOK  
FOLLOWERS

**2** CITY  
CENTERS



**200+**   
LINKEDIN  
FOLLOWERS



 **950+**  
INSTAGRAM  
FOLLOWERS





EXPECT MORE



GROW MORE



KNOW MORE



PRACTICE MORE



IIDA



NORTH FLORIDA chapter



GIVE MORE

DO MORE



# MEET THE BOARD



**President**  
Reshalla Ramsaran



**President Elect**  
Amy Goings  
*CBI*



**Past President**  
Mary Couch  
*Gresham Smith*



**VP of Sponsorship**  
Charles Stewart III  
*OE&S*



**Dir. of Sponsorship**  
Meghan Shriver  
*WilsonArt*



**VP of Membership**  
Katie Bowman  
*Gresham Smith*



**VP of Events**  
Penny Heritage  
*OFS*



**Dir. of Events**  
Brittany Putala  
*Micamy*



**Dir. of Events**  
Allison Hunter  
*SESCO Lighting*



**VP of Student Affairs**  
Kristina Heekin  
*UF Health*



**VP of Professional Development**  
Rachael Spears  
*RS&H*



**Dir. of Professional Development**  
Beatriz Blanco  
*Workscapes*



**VP of Communications**  
Jenn Bowman  
*Gresham Smith*



**Dir. of Communications**  
Raven Chamberlayne  
*Workscapes*



**VP of Advocacy**  
Seka Collins



**Director of Finance**  
Kristin Roberts  
*Perdue*



**VP of City Centers**  
Mike Collins  
*SESCO Lighting*



**Dir. of City Centers**  
Xan Henderson  
*Kimball*



Thank you!

# 2023 SPONSORS

HAWORTH



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Kimball International

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Wilsonart®



Fogle  
Art Consulting



J+J FLOORING

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INTERIOR SOLUTIONS

Mannington®  
COMMERCIAL

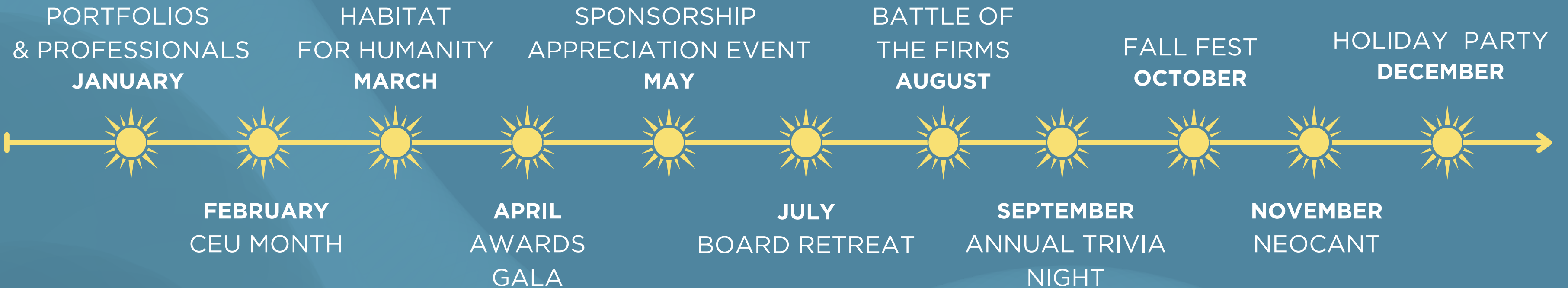
Interface®

bison  
contract



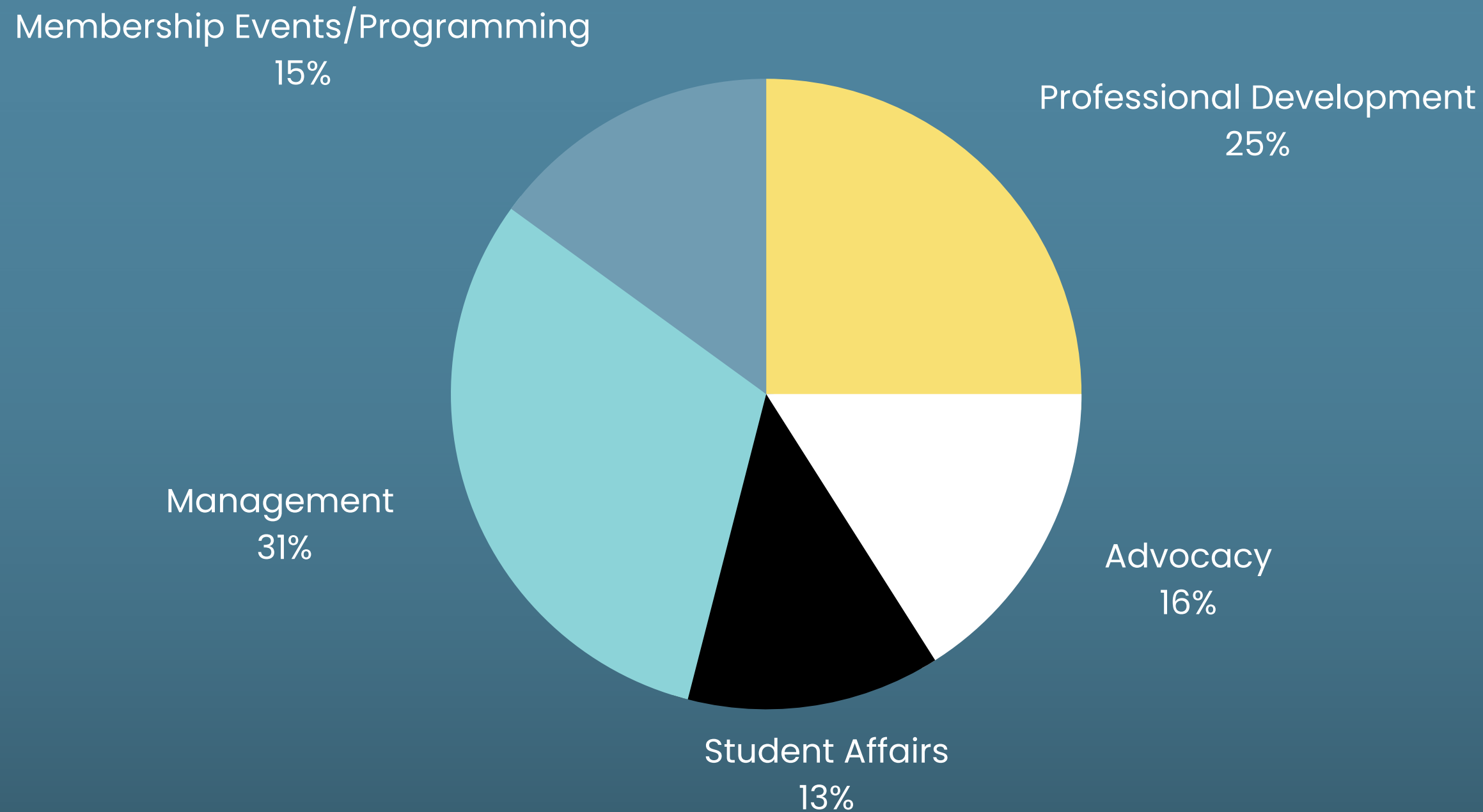


# 2024 EVENTS





# WHERE ARE YOUR BENEFACTOR DOLLARS BEING UTILIZED?



Our Chapter relies heavily on our Benefactors for General Management, Advocacy, and Student Affairs funding. Your benefactor dollars are crucial in providing these resources and others to our surrounding design community. Per IIDA HQ, IIDA Individual memberships do not go directly to our chapter's finances but to the organization as a whole. The North Florida Chapter's success is attributed to the constant support from benefactors and sponsors. Thank you for your continued support!

If you have any questions regarding specific chapter finances please feel free to reach out to the Chapter President at [iidanflpresident@gmail.com](mailto:iidanflpresident@gmail.com).



# BENEFITS

## PROVIDING EXPOSURE TO ALL TIERS

- ☀️ Recognition on Website Benefactor Page (Logo & Hyperlink)
- ☀️ Recognition on Social Media
- ☀️ Recognition at every IIDA chapter event
- ☀️ Company Swag included in New Member Welcome kit
- ☀️ Employee Contact of Choice on Website
- ☀️ Free job postings (4 Total)

## INCLUSIVE ENGAGEMENT FOR ALL TIERS

- ☀️ Priority seating at Signature Event (1 Seat per ticket)
- ☀️ VIP Thank You Event (2 Tickets)
- ☀️ Dedicated IIDA Liaison
- ☀️ First Right to Event Sponsorship

		Titanium \$5,500	Platinum \$3,500	Gold \$2,500	Silver \$1,500	Bronze \$750	Friend \$350
EXPOSURE	Recognition on Website Home Page (Logo&Hyperlink)	☀️					
	Company CEU's on Chapter Website	☀️	☀️	☀️	☀️	☀️	
	Rep or Designer Spotlight on Social Media	☀️	☀️	☀️	☀️		
ENGAGEMENT	Project or Product Spotlight on Social Media	4 Total	3 Total	1 Total			
	Signature Events	10 Tickets	6 Tickets	4 Tickets	2 Tickets	2 Tickets	1 Ticket
	Present award/introduce speaker at signature event	☀️					
	Judges Seat for Portfolio & Professionals	☀️	☀️	☀️			
	Host 1 IIDA membership engagement activity/CEU or Event	☀️	☀️	☀️			

## ADDITIONAL OPPORTUNITIES TO SHINE

### Retreat Benefactor

Host and sponsor an annual chapter board planning retreat, provide conference facilities, food and beverage for board members, and offer a mill/plant tour. This level of sponsorship also includes all benefits at the Platinum level.

### Annual Mix & Mingle Benefactor

Sponsor bi-monthly meetups in Jacksonville and Gainesville (5 per City Center), logo on social media invitations, and signage at events. **\$1,500** per City Center for the year.





# BENEFACTOR COMMITMENT FORM

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Company Name: \_\_\_\_\_

\_\_\_\_\_

E-mail: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_

## ANNUAL BENEFACTOR LEVELS

Titanium \$5,500.00

Platinum \$3,500.00

Gold \$2,500.00

Silver \$1,500.00

Bronze \$750.00

Friend \$350.00

## FORM AND PAYMENT:

**STEP 1:** Complete the commitment form and email to our VP of Sponsorship: Charles Stewart III, [Cstewart@oesjax.com](mailto:Cstewart@oesjax.com).

**STEP 2:** Our VP of Sponsorship will then complete an invoice through Square that will be sent to your email. When possible, we prefer check payments.



Thank You

Interested? Contact:

Charles Stewart III  
VP of Sponsorship  
904-716-4037  
cstewart@oesjax.com

Meghan Shriver  
Director of Sponsorship  
904-608-9716  
meghan.shriver@wilsonart.com

Keep up with our chapter here:



@iidanflchapter



IIDA North Florida Chapter



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[www.iida-nfc.com](http://www.iida-nfc.com)