ids INTERIOR DESIGN SOCIETY

2027

SPONSORSHIP PROSPECTUS



164 S Main Street, Suite 809
High Point, NC 27260
336.884.4437

Are you ready?

BECOME AN IDS SPONSOR

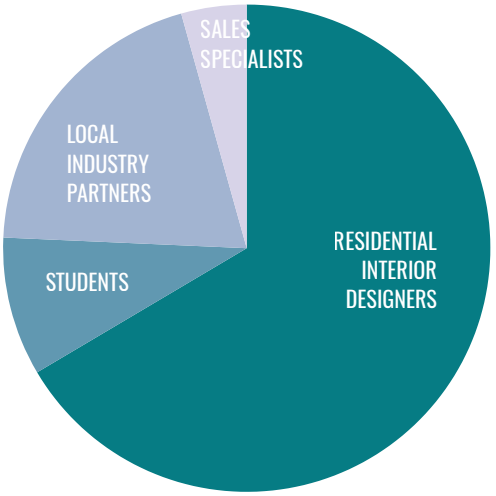
As an Interior Design Society National Sponsor, you will be connected to thousands of designers nationwide. The IDS sponsorship program provides your company with access to resources that will enhance your networking relationships, as well as educational and professional development. Additionally, your company will receive fortified solutions from IDS that complement and support your marketing efforts to designers.

> "IDS stands out as an organization that is exceptionally well organized, thoughtfully led, and respected by the industry's top designers. They do tremendous work for the design community, and they never lose sight of giving back. For Theodore Alexander, the partnership has been invaluable. IDS helps us reach and activate the designers we want most in our showrooms during market events. They have also been a great help in spreading the word about local showroom events and new product launches. Their members are dedicated and loyal to the organization, and it shows. Also, Maddie and Jenny are simply the best!"
>
> Sydney Martin
> Theodore Alexander

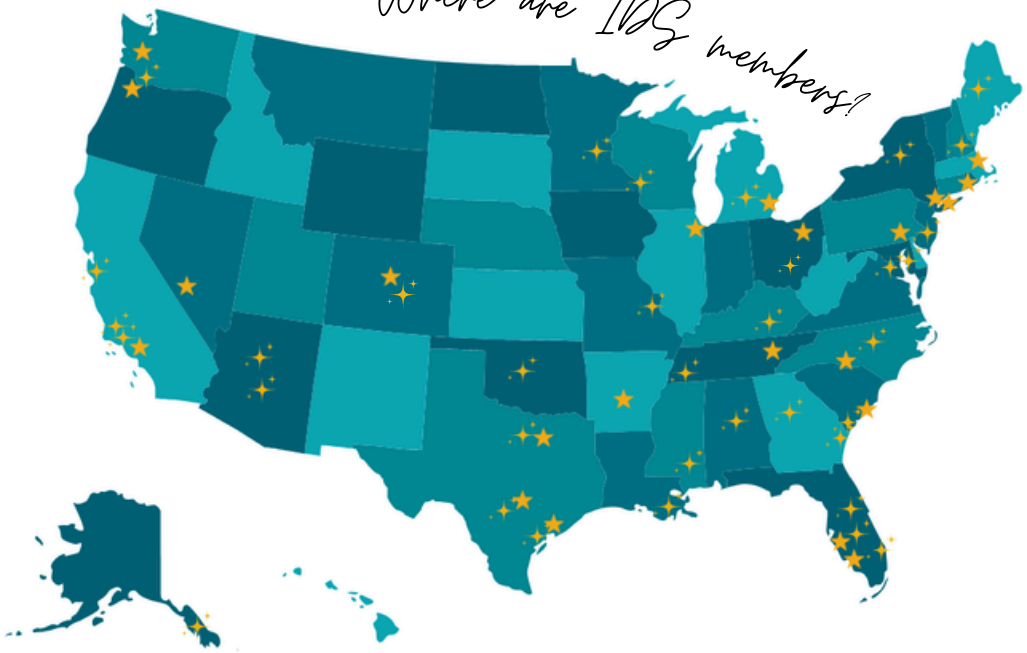
63,100

total audience reach

16.8k email subscribers (⬆ 11% from Dec '25)
24.3k Instagram followers (⬆ 13%)
22k Facebook followers (⬆ 5%)



Where are IDS members?



10,000+
Average Monthly Website Visits

43%
Average Email Open Rate

NATIONAL SPONSORSHIP

We are pleased to be able to offer sponsorship opportunities to companies that align with our mission and values. IDS National Sponsorship is the highest level of involvement with exclusive benefits for showrooms, manufacturers, retail stores/outlets, galleries, or distributors of interior design related products and services. Sponsorship cycles run by anniversary date.

In addition to one of our National Sponsorship levels, we encourage all sponsors to make a tax-deductible donation to our 501(c)(3) organization, The IDS Foundation.

Benefits of Sponsorship	**Ruby** $3,000 annually	**Emerald** $5,000 annually	**Diamond** $10,000 annually	**Elite** $15,000 annually
IDS Membership for employees nationwide	**Up to 5 members**	**Up to 15 members**	**Up to 25 members**	**Unlimited members**
Ad space on the home page of the IDS National website *(in rotation with other ads)*	—	**1** *(1 month duration)*	**2** *(1 month duration)*	**3** *(1 month duration)*
Company listing and logo on the IDS National website	✓	✓	✓	✓
Use of IDS logo	✓	✓	✓	✓
Dedicated e-blasts *$2,000 value per e-blast*	—	**1**	**3**	**5**
Sponsored post on IDS National blog *$1,000 value per post*	**1**	**2**	**3**	**4**
Posts on IDS National Instagram story *$500 value per post*	**1**	**2**	**3**	**4**
Post on IDS National Instagram (permanent grid post) *$1,500 value per post*	—	—	**1**	**2**
Post on IDS National Facebook page *$750 value per post*	**1**	**2**	**3**	**4**
Features in Hot Topics e-newsletter *$1,250 value per feature*	**1**	**2**	**3**	**4**
Option to create a members-only incentive to be included in suite of IDS member benefits	✓	✓	✓	✓
Featured in our High Point Market Must-Sees Guide (for brands with a presence at market)	✓	✓	✓	✓
Discount on IDS Conference Sponsorship	**10% discount**	**10% discount**	**10% discount**	**20% discount**



MAKE A CHARITABLE DONATION

Bundle your sponsorship and involvement in IDS with a donation to the IDS Foundation. The IDS Foundation is dedicated to enriching educational and philanthropic opportunities for IDS members, students, and industry partners by acquiring and distributing funds with purpose and impact.

*The IDS Foundation is a 501(c)3 charitable organization. Donations to the foundation are tax deductible.

MAKE A ONE-TIME DONATION

Add a one-time, tax deductible donation of any amount to your National Sponsorship commitment. Your contributions help fund five key areas: scholarships, community impact, grants and business support, mentorships, and wellness initiatives.

DEDICATED SCHOLARSHIPS & GRANTS

Are you interested in creating a scholarship or grant in your name? We can help you make that happen. Reach out to us with your goals and with the IDS Foundation, we can create something just for your or your company.