

# PARTNERSHIP OPPORTUNITIES

2024 SPONSORSHIP DECK



**DSA**

Designer Society of America

# WELCOME TO DSA

Advertising with the Design Society of America (DSA) allows you to showcase your brand and target a specific audience of professionals likely interested in your interior design products or services. Showcasing your offerings to a relevant and engaged audience, potentially leading to new clients, partnerships and brand recognition within the interior design community.

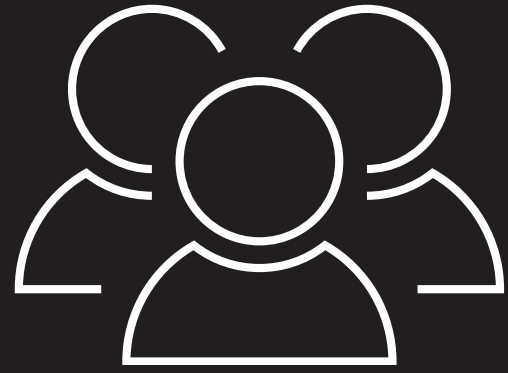
## ABOUT US

DSA is a community of designers, educators, and students committed to residential interior design. Through education, knowledge sharing, advocacy, community building and outreach, the society strives to advance the interior design profession and, in the process, demonstrate and celebrate the power of design to positively change people's lives.

DSA reaches more than 15,000 designers, industry representatives, educators and students committed to interior design. DSA members engage in a variety of professional programs and activities throughout the United States, Europe, South America, the Bahamas and Canada. Growing strong: 18,000 plus design members, students and vendors.

*"A Society Built by Designers for Designers."*



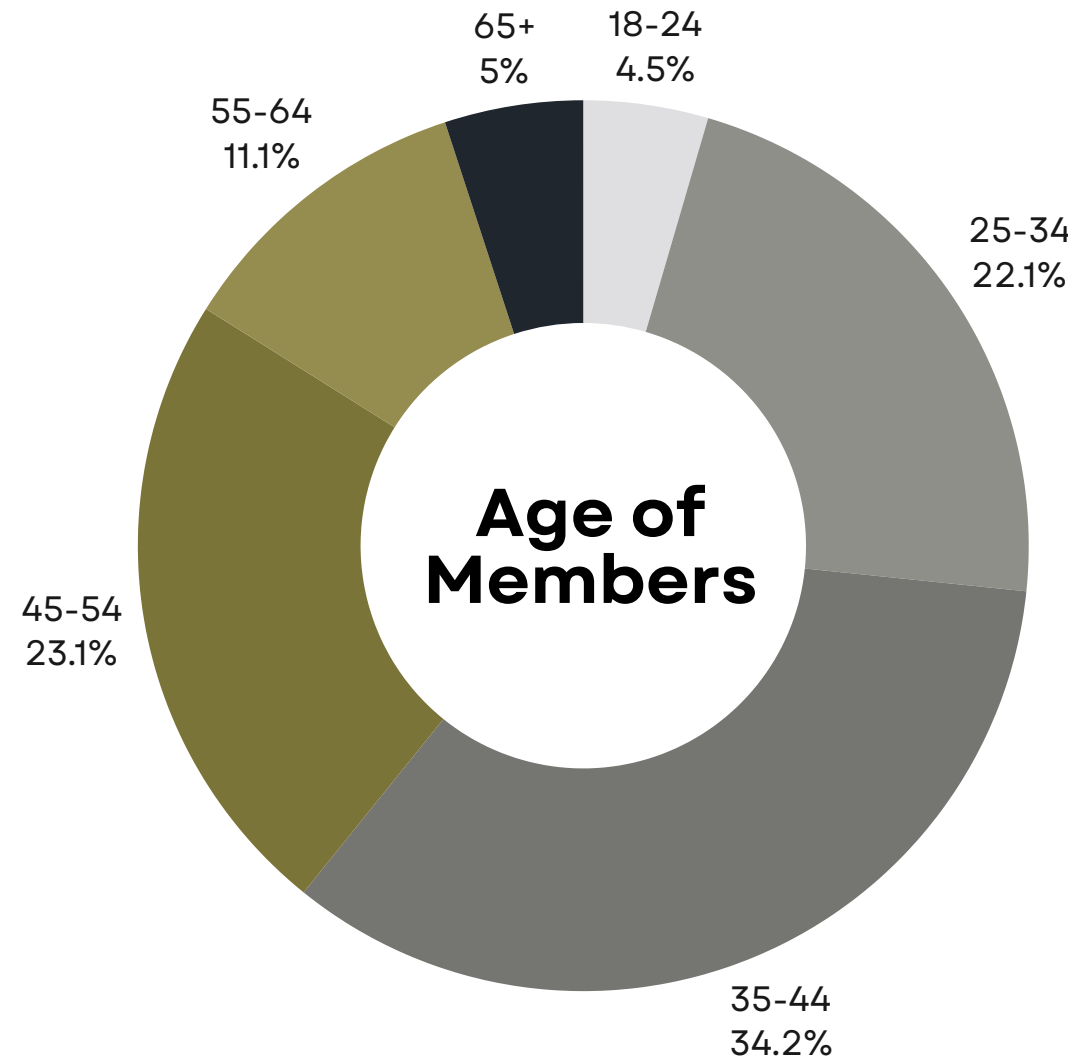


**Professional Members**  
11,000+



**Student Members**  
9,700+

# MEMBER INSIGHTS



**Device Category**  
54.58% Desktop  
43.67% Mobile  
1.75% Tablet

**Website Users Monthly ~12k**

**Digital Reach ~73.5k**



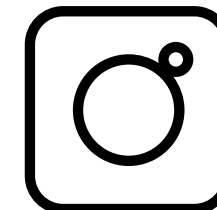
**11.5k Contacts**

60% Open Rate  
2% Click Rate



**12k Followers**

2.1M Post Reach  
35.4k Post Engagement

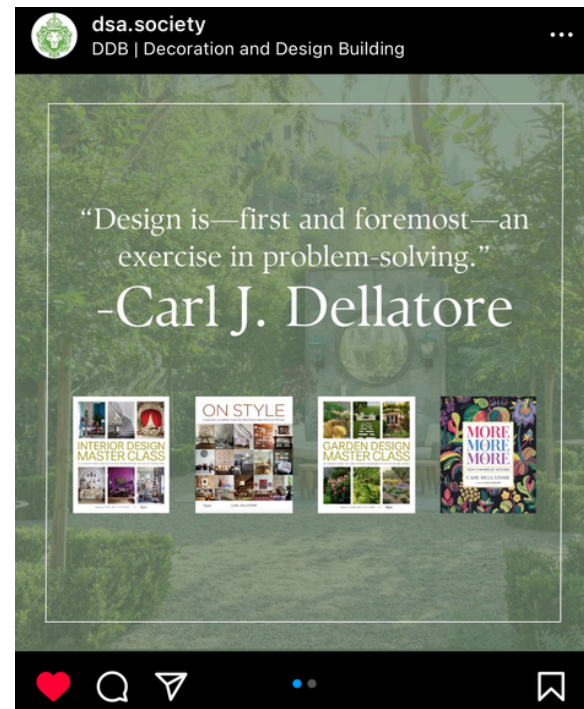


**38.6k Followers**

73.5k Reach  
21.3k Accounts Engaged

# SOCIAL MEDIA CAMPAIGN

Showcase your products and services through DSA's social media outreach. You will access this diverse and vibrant community through a connected and engaged base of designers, industry professionals, educators and students.



- Develop captivating content tailored to resonate with the DSA community—enhancing engagement and interaction.
- Coordinate with DSA to schedule the posting of your campaign on our Facebook and Instagram pages. Adherence to the DSA reservation schedule guarantees optimal visibility and avoids conflicts with other campaigns, maximizing the impact of your message.
- Ensure the campaign includes visually appealing graphics, compelling copy and relevant links.

## INVESTMENT

**\$1,200 PER SOCIAL MEDIA CAMPAIGN DEPLOYED ON TWO PLATFORMS**

**\$1,200 PER INSTAGRAM LIVE**



# NEWSLETTER OPPORTUNITIES

## Newsletter Announcement

Gain prime visibility among DSA members by securing a prominent slot in our condensed yet impactful newsletter, ensuring your message stands out and reaches our engaged audience effectively.

- Craft attention-grabbing content: Highlight upcoming events, product launches or announcements and collaborate with our team to ensure alignment with the condensed format.
- Provide essential creative assets: Include images or logos, relevant links and any additional information needed for maximum impact within the newsletter announcement.

### INVESTMENT

\$1,500 ALL-MEMBER AUDIENCE

\$1,000 STUDENT MEMBER AUDIENCE

## Newsletter Feature

Maximize brand exposure and engagement by showcasing events, launches or announcements in our monthly newsletter, connecting directly with our devoted DSA audience to create lasting impressions and meaningful connections.

- Develop compelling content for your newsletter feature, showcasing upcoming events, products, or announcements—alternatively, collaborate with the DSA team to craft a tailored blurb.
- Include essential creative assets like images or logos, relevant links and provide further information in your newsletter feature.

### INVESTMENT

\$2,200 PER NEWSLETTER FEATURE

## Newsletter Ad

Elevate your brand's presence and amplify online traffic by leveraging our premium newsletter ad placements. These ads are strategically positioned within our monthly newsletter, ensuring maximum visibility and engagement with your target audience.

- Ensure optimal performance for your newsletter ad placement by submitting high-quality creative assets that captivate our audience's attention.
- Enhance engagement and drive traffic with strategically integrated links directing readers to your designated website within your newsletter ad placement.

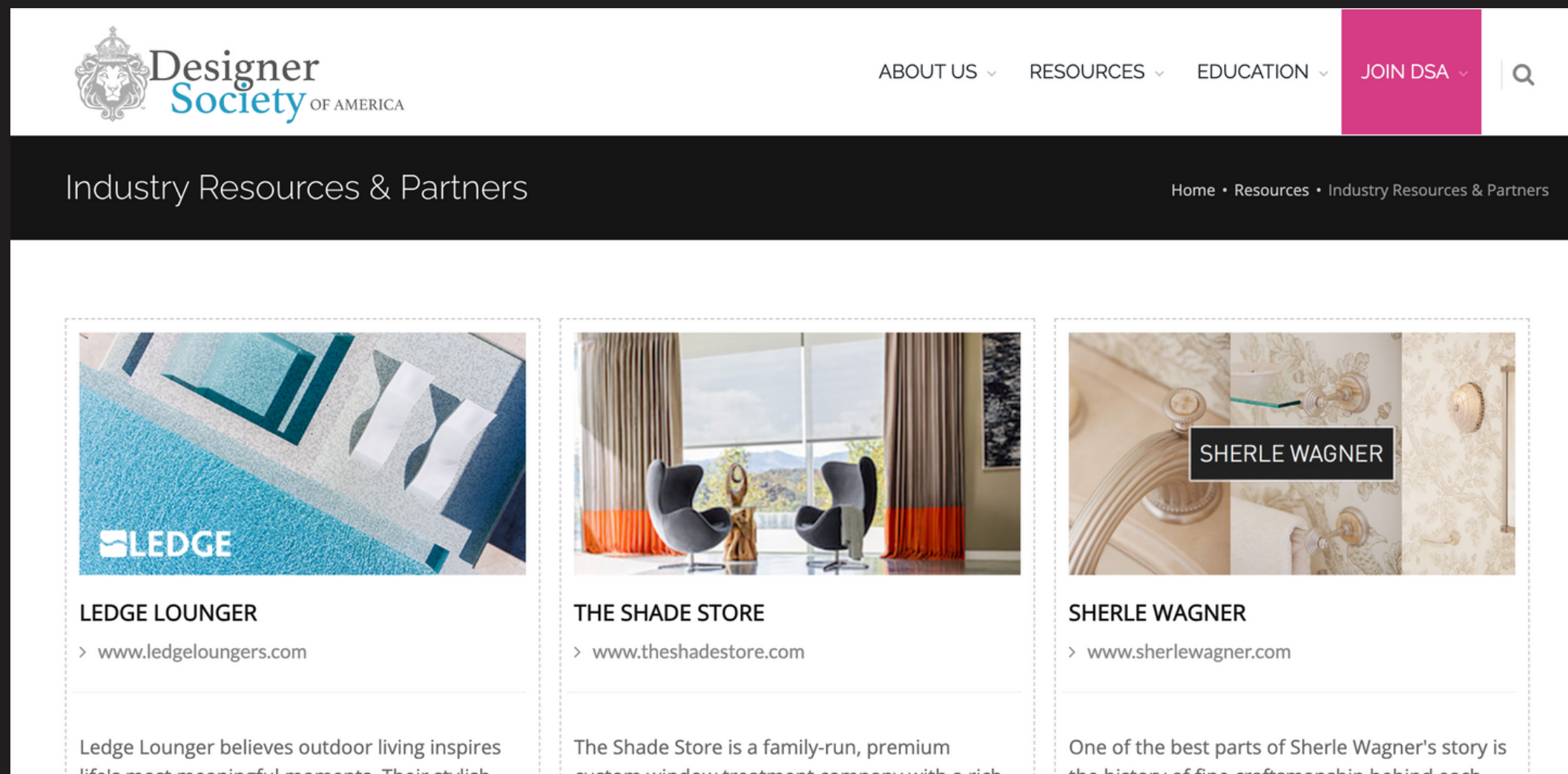
### INVESTMENT

\$3,800 PER NEWSLETTER AD/YEAR



# INDUSTRY PARTNERS

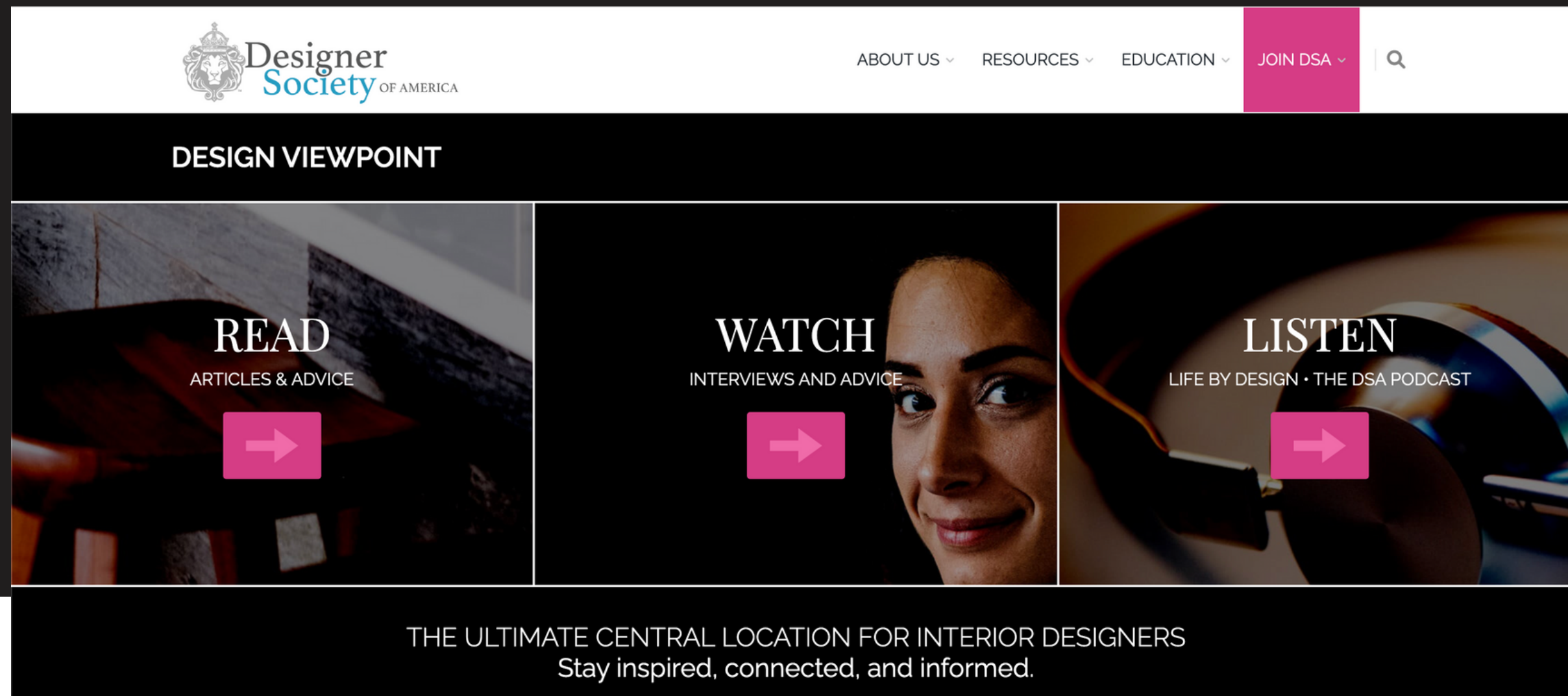
Elevate your company's visibility by showcasing your products and services on DSA's prestigious Industry Resources and Partners webpage. With a robust community, ensure prime placement atop our preferred industry vendors lists, maximizing exposure and engagement with your target audience.



- Include one high-quality creative asset, such as an image or logo, and provide a compelling blurb about your product or service, highlighting its unique features, benefits and value proposition to potential customers.
- Provide a link to your preferred landing page where visitors can learn more about your company, products, and services.

**INVESTMENT**  
**\$ 1,495 PER INDUSTRY PARTNER /YEAR**

# DESIGN VIEWPOINT: SPONSORED CONTENT



## Read

Delve into our collection of educational and informative articles and blogs, covering a wide range of topics in the design industry. Your company will be prominently featured at the bottom of each sponsored article.

### INVESTMENT

**\$1,800 PER SPONSORED ARTICLE**

## Watch

Immerse yourself in our engaging video series, including "Life by Design" and "Passport to Design," featuring exclusive interviews with renowned designers and professionals in the field. Engage your audience and showcase your brand by sponsoring videos within DSA's Design Viewpoint.

### INVESTMENT

**\$4,200 PER SPONSORED VIDEO**

## Listen

Tune into our captivating podcast series, in which industry professionals share their knowledge, experience and design insights. Provide a brief audio introduction or sponsorship message to be included at the beginning or end of sponsored podcast episodes, effectively communicating your brand message to listeners.

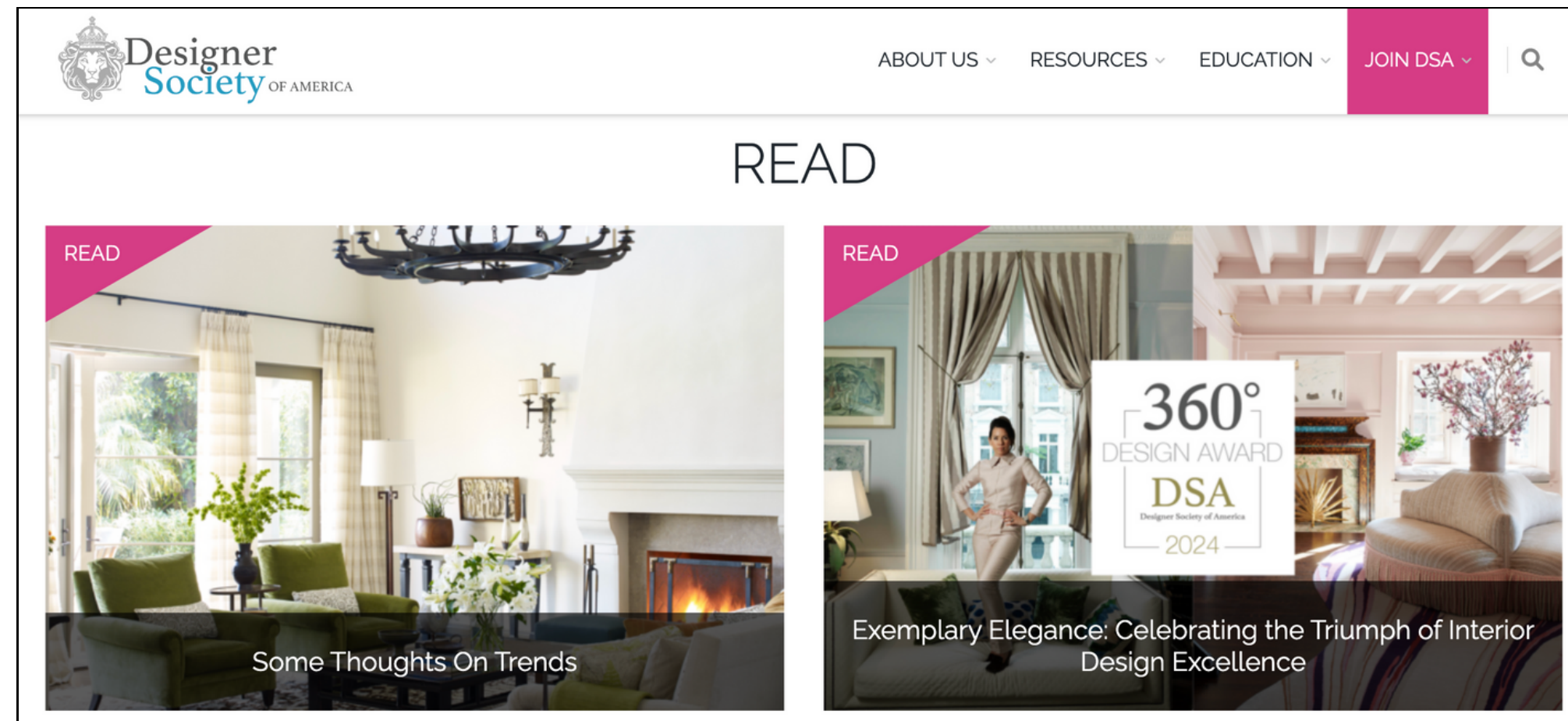
### INVESTMENT

**\$3,800 PER SPONSORED PODCAST**



# FEATURED SPOTLIGHT ARTICLE

Elevate your brand with a personalized spotlight in our featured article option. Collaborate directly with our editor-in-chief for an in-depth interview highlighting your product or service. Our expert team will craft a compelling article featured in our Design Viewpoint section, showcasing your offerings and ensuring maximum exposure and resonance with our dedicated DSA audience. Seize this opportunity to captivate readers with your story and leave a lasting impression.



- Meet with our dedicated team to schedule a proper interview in which you can provide an overview of the product or service, along with key selling points and any specific messaging or brand guidelines.
- Supply high-resolution images, logos, relevant links and contact information for inclusion in the article.
- Communicate deadlines, expected article length and format, as well as any editorial guidelines or requirements.

**INVESTMENT**  
**\$2,500 PER SPOTLIGHT ARTICLE**





# DIGITAL SPOTLIGHT FORUM

Seize the opportunity to shine as the primary presenter in a 30-minute forum! Highlight your product offerings to a focused audience of enthusiastic practitioners through our exclusive Brand Spotlight events. DSA designers and industry professionals eagerly register for these webinars to gain early access to your latest innovations. Don't miss out on this chance to showcase your products and elevate your brand.

**DSA will manage logistics and facilitate the event, such as providing the event platform, managing registrations, and marketing and promoting your Spotlight event.**

- Listing the event on the DSA events page.
  - One dedicated eBlast.
  - One reminder email.
  - One dedicated social media campaign before your event.
  - Your session will be recorded, provided to all registrants regardless of attendance and posted on the DSA YouTube channel and Design Viewpoint video page.
  - Partners will receive the registration list with first and last names and emails.
- Provide comprehensive presentation materials encompassing slides and visuals to effectively convey the essence of the showcased products or services.
  - In-depth speaker and product information, including biographies of presenters, captivating images and detailed specifications of the featured products or services.

## **INVESTMENT**

**\$3,000 BRAND SPOTLIGHT EVENT**

**\$6,000 CONTENT HOSTED/ONE YEAR IN DESIGN VIEWPOINT**

# THANK YOU

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**CONTACT US:**

Haley Hinson  
Operations & Marketing Coordinator

[haley.hinson@dsasociety.org](mailto:haley.hinson@dsasociety.org)  
(229)224-3396

[www.dsasociety.org](http://www.dsasociety.org)

