

**EVENT PATRON INFORMATION**



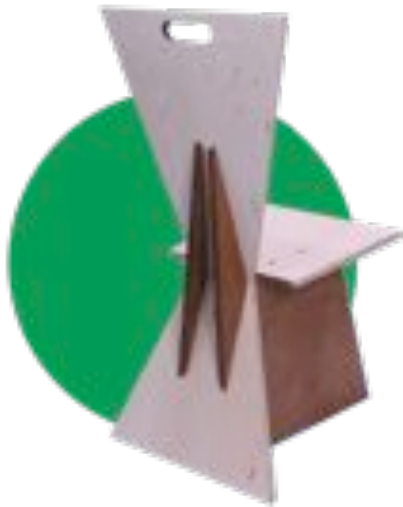
# THE 3<sup>RD</sup> ANNUAL TAKE A SEAT AUCTION FOR CHARITY

**NEW YORK  
NEW ENGLAND**

**PHILADELPHIA  
MINNEAPOLIS**

**SAN FRANCISCO  
WASHINGTON DC**

**SCOTTSDALE  
PALM BEACH**



# EVENT PATRON INFORMATION

## TABLE OF CONTENTS

Thank you for considering a partnership with IFDA and your local New York Chapter. Enclosed you will find information about becoming an event Patron of our upcoming *Take A Seat* program. IFDA also has yearly Sponsorship opportunities. If you are interested in becoming a Sponsor please contact Su Hilty FIFDA, VP Sponsorship, IFDA NY at [hiltybrady@aol.com](mailto:hiltybrady@aol.com).

- IFDA At-A-Glance
- 2015 *Take a Seat* National Program Overview
- NY Chapter Event Details
- 2015 NY Chapter Charity – Habitat for Humanity
- Becoming An Event Patron
- National Event and Chapter Event Patron Opportunities

# IFDA AT A GLANCE

**The International Furnishings and Design Association** (IFDA) was founded in New York City in 1947 and currently has 15 chapters worldwide. As a nonprofit volunteer-run association, IFDA provides a professional forum for communications and interaction among its high-profile members. The IFDA promotes career advancement and educational opportunities and is structured to increase public awareness of the furnishings and design industry through specialized programming, networking and service to the community.

The IFDA membership is comprised of active professionals in furnishings, textiles, production, communications, distribution and design sectors. IFDA is committed to supporting the furnishings and design industry through the development of its people, their products and their services.

# TAKE A SEAT FOR CHARITY

## NATIONAL PROGRAM OVERVIEW

The IFDA *Take A Seat* auction for charity is a national program that promotes talent within the local design community and fulfills our mission to serve others. This year eight US cities are participating in *Take A Seat* during the Spring and Fall seasons. Proceeds from the events will benefit our “Helping Heroes at Home” initiative, which support the local charities identified by each of our participating chapters.

New this year, IFDA is proud to exhibit our chair designs at the International Contemporary Furniture Fair (ICFF) from May 16-19<sup>th</sup>. The chair designs may also include submissions from local schools: Parsons, Pratt, FIT, and The New York School of Interior Design.

For more information about *Take A Seat* NY or to read about the event schedules in other cities, visit: [ifdatakeaseat.com](http://ifdatakeaseat.com).



**NY CHAPTER *TAKE A SEAT***  
**EVENT INFORMATION**

## TAKE A SEAT FOR CHARITY NY CHAPTER EVENT DETAILS

On May 27, 2015 IFDA NY and NYC&G will present the third annual *Take A Seat* benefiting Habitat for Humanity New York. Designers up-cycle or create one-of-a-kind chairs for auction to help build affordable housing and sustainable homeownership for low-income families within our 5 boroughs.



Returning as our media sponsor, NYC&G is helping IFDA NY identify a spectacular location in New York City to host our event. Together we are also enlisting the help of top designers to donate their time and talents for charity. The IFDA NY chapter planning team is looking forward to sharing some exciting updates soon!



## 2015 NY CHAPTER CHARITY HABITAT FOR HUMANITY

**Habitat for Humanity New York City** transforms lives by building quality homes with families in need and by uniting all New Yorkers around the cause of affordable housing. With the help of thousands of volunteers every year, Habitat NYC has served more than 380 families in the five boroughs of New York City with their permanent housing needs. Far more than building homes with sweat equity, Habitat is committed to establishing sustainable homeownership among low-income families through education and active advocacy. In recent years volunteer Habitat advocates have positively impacted

- Inclusionary Zoning – 15,000 units of affordable housing
- Renewal and Strengthening of NYC's rent regulations in 2011
- Preservation of New York State's Foreclosure Prevention Service Program in 2012
- Influencing the creation of Michael Bloomberg's New Housing Marketplace plan -- \$7.5 Billion over 10 years to build or preserve 165,000 units of affordable housing

IFDA NY is a proud supporter of Habitat for Humanity. Together we can build homes and furnish hopes.

To learn more about Habitat for Humanity, visit [HabitatNYC.org](http://HabitatNYC.org).



## 2015 NY CHAPTER CHARITY IFDA NY & HABITAT WOMEN BUILD

Spearheaded by women leaders in real estate, finance, media, technology, fashion, entertainment, design and the arts, teams of women are campaigning together across the city to raise awareness and funds to combat the affordable housing crisis in New York City. Building on our legacy of pioneering women with a vision to strengthen leadership and service in the furnishings and design industry, IFDA NY is a 2015 Habitat for Humanity Women Build ambassador. This year, with the help of our event Patrons, chair designers, and auction attendees, IFDA is hoping to do more than simply raise awareness and funds for the cause. We want to put our unique membership to work!

Proceeds from this year's *Take A Seat* charity auction will help underwrite an IFDA NY team at Habitat's September Women Build.

For more information about the Women Build program, visit: [habitatwomenbuildnyc.org](http://habitatwomenbuildnyc.org)





# **BECOMING AN EVENT PATRON**

# TAKE A SEAT FOR CHARITY

## BECOMING AN EVENT PATRON

By becoming an event Patron your organization joins a valued group of donors who share a passion for design and its ability to positively impact our future. Patron contributions help us deliver quality programming that can inspire new thinking and meaningful collaborations. Your generous gift opens access to information and services among a special audience of like-minded professionals. Our event Patrons also benefit from a number of exclusive opportunities, including targeted promotion.

We hope you consider becoming a New York Chapter or IFDA National *Take A Seat* Patron.

### NEW YORK CHAPTER EVENT PATRON LEVELS AND BENEFITS

- Diamond Patron – \$2,500
- Emerald Patron – \$1,500
- Sapphire Patron – \$500
- Friend of *Take A Seat* – \$100

### NATIONAL EVENT PATRON LEVELS AND BENEFITS

- Title Patron in 8 Markets – \$25,000
- Platinum Patron in 8 Markets – \$10,000
- Gold Patron in 8 Markets – \$5,000



# TAKE A SEAT FOR CHARITY

## EVENT PATRON BENEFITS

**Starting in April**, the NY Chapter *Take A Seat* event and its Chapter Patrons will be promoted through 6 distinct networks. Event promotion is set to reach 60,000+ professionals in the furnishing and design industry.

Patrons seeking National level sponsorship will also be promoted through New York specific channels in addition to those channels being targeted by the seven other IFDA chapters participating in *Take A Seat* this year. National promotional outreach will be conducted on an ongoing basis in 2015 – with heightened activity during the Spring and Fall seasons.

All event Patrons will benefit from international exposure at ICFF this year.

1. IFDA
2. NYC&G
3. Progressive Business Media
  - Home and Textiles Today, Furniture Today, Home Accents Today and HFN
4. Habitat for Humanity
5. *Take A Seat* event host (location to be determined)
6. ICFF

Media distribution includes traditional and social channels. Additional information about the promotion schedule and chapter-specific Patron benefits can be found in the separate attachments provided by your IFDA NY committee member.

\*National Event Patrons ONLY.



**THANK  
YOU.**