



PRIMARYLY
IT'S A PARTY

2024 SPONSORSHIP PACKAGE

INSIDE

To Our Industry Partners

2023 Summary

2024 Packages & Prices

Sponsorship Registration



TO OUR INDUSTRY PARTNERS

Thank you for your interest in sponsoring
Primarily It's a Party 2024!

After the success of PIAP 2023, we are
excited to be bringing back this premier
industry event.

Our 2023 sponsors donated over \$31,000
which allowed us to not only host a great
evening, but to donate a significant amount of
money to the MRU Interior Design students.

Over the years, Primarily It's a Party has
supported the Interior Design program and its
students, and provided one of the biggest and
best networking events for our industry. This
would not have been possible without
supporters like you.

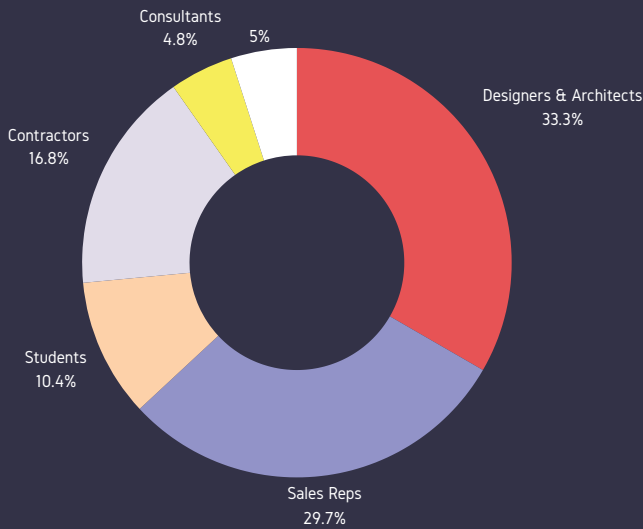
The Foundation is committed to continuing the
legacy of this event and to support the Mount
Royal University Interior Design Department
and the students.

We look forward to hosting another successful
event this year, and many to come in the
future.

Sincerely,
Courtney Vincent
President, Primarily It's a Party Foundation



2023 SUMMARY



EVENT ATTENDEES

591

IMPACT

The Foundation was happy to see huge attendance numbers in 2023. It was the first time we've held this event since 2019, and the industry did not disappoint.

The Primarily It's a Party Foundation donated over \$11,000 to support the Interior Design students at Mount Royal University in 2023.

\$5000 was donated to a bursary to support students with financial need, allowing more students access to this great program and industry.

The foundation also purchased all 2023/2024 first year students starter kits, which included materials and tools required for the Interior Design program. The purchase of these tools provided some financial relief, as well as a warm welcome as students kicked off their studies.

Further to the financial support the party offers to the students, Primarily It's a Party is an evening that brings together our industry. The Foundation has also expanded our event offering in 2023 and 2024 as we work to offer more opportunities for industry to connect with the MRU Students.



2024 SPONSORSHIP PACKAGES

\$10,000

PLATINUM

- ✦ Feature on PIAP Foundation social media accounts
- ✦ **Company logo on invitations and event marketing**
- ✦ **Spotlight page on PIAP Foundation website**
- ✦ **Logo on individual banner at event**
- ✦ **Custom Activation at event (to be reviewed and approved by the board)**
- ✦ **Branded cocktail napkins with logo circulated at event.**
- ✦ **10 Complimentary Tickets**

***1 package available**

\$5,000

GOLD

- ✦ Feature on PIAP Foundation social media accounts
- ✦ **Shared feature page on PIAP Foundation website**
- ✦ **Company logo on shared banner at the event**
- ✦ **Logo representation on event marketing**
- ✦ **5 Complimentary Tickets**

***2 packages available**

\$2,500

SILVER

- ✦ Feature on PIAP Foundation social media accounts
- ✦ Shared feature page on PIAP Foundation website
- ✦ Company logo on shared banner at the event
- ✦ **2 Complimentary Tickets**

***4 packages available**

\$1,500

BRONZE

- ✦ Feature on PIAP Foundation social media accounts
- ✦ Shared feature page on PIAP Foundation website
- ✦ Company logo on shared banner at the event

***8 packages available**

Thinking of something else?
Custom packages will be considered. [Contact us](#) to chat!

The fine print:

- Submission of sponsorship registration and logo must be received by the deadline to be included on invitation.
- Platinum sponsor will receive their own page on the foundation's website, including logo, company bio, product features, and a link to the company's website, as well as 2 - 4 social media posts on the PIAP foundation's accounts.
- Gold, silver, and bronze sponsors will receive a level appropriate shared feature on the website, and one logo post on the PIAP Foundations social media pages
- Sponsor's will be featured on the website until the following year's event, after which the information will be moved to a past sponsor page.



CUSTOM ACTIVATIONS

Unlock Exclusive Engagement with Custom Activation at Our Event!

Elevate your brand and connect deeply with the interior design community through a Custom Activation space at our event. This unique opportunity allows sponsors to showcase innovation, engage directly with attendees, and support educational advancement in interior design. Tailored to your brand's objectives, this space promises unparalleled visibility and a meaningful impact on the future of design.

For the Custom Activation space submissions, sponsors are invited to submit proposals that detail their envisioned activation. These submissions should include a concept overview, intended audience engagement strategies, and how the activation aligns with the event's values of innovation, community support, and educational advancement in interior design.

Proposals will be evaluated based on creativity, alignment with event themes, and potential impact. Approved activations must adhere to event guidelines, promoting a positive and enriching experience for attendees.

Sponsorship fee to be determined by the foundation and the selected sponsor upon review of the proposed activation.



APPLICATION

Sponsorship registrations can be submitted to the Primarily It's a Party Foundation's website:

www.primarilyitsaparty.com/sponsorshipapp

Fill in your information and select your desired sponsorship level.

Once the registration is submitted a member of our team will contact you to finalize your sponsorship package.

STAY IN TOUCH!

Follow us on social media and subscribe to our mailing list to ensure you don't miss out on party information!

