

Join us for the IESNYC
STAY ILLUMINATED
Sponsorship Campaign

Dear IESNYC Sponsors, Members, and Friends,

The next time you marvel at New York City's illuminated streetscape I hope you take satisfaction in knowing that our lighting community is very much responsible for New York City being the "City of Lights." Many of our iconic buildings are illuminated in colors that symbolize important moments and serve to connect New Yorkers in good times and bad.

Lighting is our common bond and our IES Section encourages excellence in all facets of our community - designers, manufacturers, representatives, educators and students, and professionals in allied fields. As the largest Section in the Society – we are over 700 members strong – we rely on the generous financial support of our sponsors to help us continue to grow a community through our educational programs, networking events, competitions, scholarships, and awards such as our Student Lighting Competition, Thesis Awards, and presentations by industry professionals.

This year's campaign – **Stay Illuminated** – reflects our commitment to educate and inspire current and future lighting professionals.



Brett Andersen, MIES
Partner and Principal
Focus Lighting



Christine Hope, MIES
Principal Designer
Focus Lighting

Brett Andersen and **Christine Hope** of Focus Lighting are two of our Section's bright lights. Focus Lighting, established in 1987, has designed award-winning lighting projects of every typology over the world and over 100 right here in New York City, including the Times Square Ball, that brings the world to New York City. They have graciously accepted the call to be our 2021 Campaign Spokespersons.

"As both of us think about the essential contributions the IESNYC makes each year, education, awareness, and recognition of lighting excellence certainly come to mind. This year though, while all of those are still critically important, we are especially grateful for something else: the deep sense of community the IESNYC fosters. It is a community where we can share with, learn from, and inspire one another. Even during these times of social distancing.

This time has also reminded us just how much impact the IESNYC and the New York City lighting community can have to inspire and sustain this city we love, during good times and during times of challenge, sacrifice, and even loss. Whether it is the strength that an essential worker finds seeing the skyline lit up in blue, the sense of relief a restaurateur feels seeing their outdoor dining area full of sparkle and warm glow with its temporary lighting, or the hope one feels

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seeing New York City bridges soaring into the sky bathed in colored light. Lighting is powerful, it is healing, and it is needed now more than ever!

Likewise, the IESNYC is needed, and - now more than ever — needs you and your support. And so, we ask you to please become a 2021 Sponsor of the IESNYC so we can continue working together towards a more brilliant and beautiful tomorrow.”

—Brett Andersen and Christine Hope

Once again, the IESNYC is offering Platinum, Gold, Silver, Bronze, and Studio Sponsorships. This year, however, we have decided to reduce the sponsorship price levels due to the current Covid-19 pandemic and its economic impact. We are pleased to send you this year's 2021 sponsorship benefits and levels of participation plus a form you can fill out to renew your sponsorship or become a first-time sponsor. Please feel free to contact either one of us if you have any questions. We hope we can count on your support of the IESNYC in 2021.

Stay Illuminated!

Sincerely,



Mike Barr, MIES
President
New York City Section of The Illuminating Engineering Society



Colin Conroy, LC, MIES
Sponsorship Committee Chair
New York City Section of The Illuminating Engineering Society



2021 SPONSORSHIP BENEFITS AND LEVELS

Sponsorship Availability	No Max	No Max	Max 12 Sponsors	Max 6 Sponsors	Max 4 Sponsors
	STUDIO* \$350	BRONZE \$750	SILVER \$1,500	GOLD \$4,500	PLATINUM \$7,500
Company Name listed on every page of the IESNYC website and on the Sponsors Page with your company's description	✓	✓	✓	✓	✓
Company Name credited before all Section programs and educational events	✓	✓	✓	✓	✓
Company Name acknowledged as an Education Sponsor in the Lumen Awards journal	✓	✓	✓	✓	✓
Company Logo displayed on Program Credits, Lumen Awards journal, and linkable on the IESNYC website and sponsors page			Logo in Black and White	Logo in Color	Logo in Color
Opportunity to provide literature, promotional materials, and company swag for the Student Lighting Competition commemorative gift bag				✓	✓
Opportunity to submit promotional slides to be displayed during the Student Lighting Competition event				One Slide	Three Slides
Opportunity for a display at the Student Lighting Competition event					✓
Prominent Placement of your company's logo on our monthly IESNYC newsletter, with a distribution to over 4,000 readers					✓
Opportunity to promote your company's educational events and activities on our IESNYC website and newsletter					✓
Co-host an IESNYC calendar program either at your space or a space coordinated by the section					✓
Special Appreciation Plaque commemorating your sponsorship commitment					✓
Opportunity to feature a spokesperson from your company, and IESNYC Section member as our IESNYC Member of the Month					✓

The Illuminating Engineering Society of North America is a 501(3)(C) organization and contributions are fully tax-deductible.

*Studio Sponsor is available for design offices only

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2021 Stay Illuminated
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2021 IESNYC Sponsorship Commitment Form

Please submit this form by December 20, 2021

The New York City Section of the IES would like to thank you and your company for your support of the 2021 calendar year. The IESNYC is a non-profit organization and we are grateful for your support and generous tax-deductible donation. Please submit your completed form and donation to the contact below.

Sponsorship Levels *(Please select one)*

- Platinum \$7,500** **Gold \$4,500**
 Silver \$1,500 **Bronze \$750**
 Studio \$350 (Please Note: Studio Sponsor is for design offices only)

SPONSOR INFORMATION

Sponsor Name _____

Sponsor Contact/Approval _____

Invoice Contact Information _____

Company _____

Contact Name _____

E-Mail Address _____

Address _____

City _____ State _____ Zip _____

Phone Number: _____ Fax _____

PAY BY CREDIT CARD

Please email this form to **Anna Kim, akim@enterels.com** or Fax: **866-802-6581**

Name on Card _____

Credit Card Number _____ Exp. Date _____

Billing Address _____ Phone _____

City: _____ State _____ Zip _____

PAY BY CHECK

Please make your check payable to "IES New York City Section" and email or fax this form to secure a spot:

IESNYC c/o Enterprise Lighting Sales – Attn: Anna Kim
20 West 36th Street, 3rd Floor, New York, NY 10018