DIFFA

DESIGN INDUSTRIES FOUNDATION

MAKE A DIFFARENCE

THROUGHOUT THE YEAR WITH
AN ANNUAL SPONSORSHIP!

CONTACT:
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JOIN US IN MAKING A DIFFARENCE!

Your company will receive significant marketing and promotional benefits throughout 2026, and your contribution to DIFFA will help provide much needed assistance to underserved communities in greater New York!

Our Mission

DIFFA grants funds to organizations providing aid and access to healthcare for a diverse group of people impacted by HIV/AIDS, food & housing insecurities, and mental health issues.

How We Make a DIFFA-rence

In 2024, DIFFA grants supported local organizations by providing a wealth of necessary services. DIFFA grants funded the Ali Forney Center's 911-alternative Crisis Response Team that provides mobile medical and mental health interventions for unhoused teens, the Alpha Workshops' Studio Practice arts training program for persons living with HIV/AIDS, and the Correctional Association of New York programs improving healthcare access.

What Sets Us Apart

DIFFA is one of a few organizations that grants unrestricted funds to service agencies by providing flexible spending to direct care and education programs, ensuring necessities like utilities, transportation, health care services, housing, and hot meals remain available for those most need assistance.

Where We Are Today

Since 1984, DIFFA has mobilized the resources of the design community to grant more than $57 million to under-served populations throughout the United States.

DIFFA has expanded its Mission to address the community's needs by funding food and housing insecurities and supporting mental health issues at the root of the problem.

HIV/AIDS and **being unhoused** are intricately related. Health care and medication costs for people living with HIV/AIDS (PLWHA) are often too high for people to keep up with. In addition, PLWHA are in danger of losing their jobs due to discrimination or frequent health-related absences. As a result, up to 50% of PLWHA in the United States are at risk of becoming homeless.

Studies suggest that **Food Insecurity** is associated with increased HIV transmission risk behaviors and decreased access to HIV treatment and care.

Mental Health conditions increase the risk of HIV infection, and people living with HIV have an increased risk of mental health conditions associated with lower retention in HIV care, increased risk behaviors and lower engagement with HIV prevention.

ANNUAL EVENT OPPORTUNITIES

APRÈS SKI AT BRYANT PARK



JANUARY 28, 2027

Dress to impress in your finest après-ski attire—think cozy ski sweaters, chic snow boots, and stylish earmuffs for a magical evening of delicious food, wintery cocktails, and great company.

ANNUAL GALA



MARCH 18, 2027

Join us for a gala like no other at St. John the Divine in New York City. Experience an unforgettable evening of cocktails, dinner, and enchanting entertainment at the largest Gothic cathedral in the North America!

SEWSOCIETY AUCTION & SALE



SEPTEMBER 2027

Threads for Impact is an evening of cocktails and shopping an exclusive curated selection of one-of-akind quilts, totes, pillows, and jackets— meticulously handcrafted by a diverse group of artisans, from the Architecture & Design industry.

ANNUAL SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR
$75,000 CONTRIBUTION TO DIFFA

GALA BALL

- Billed as "Presenting Sponsor" in all press releases and promotional materials.
- Twenty (20) seats for dinner.
- Takeover DIFFA's Instagram account for a day.
- Promotional blast to DIFFA's 10k+ supporters
- Onsite branding opportunities (TBD)
- Two (2) dedicated posts on each of DIFFA's social media accounts (Instagram, Facebook, X)
- Logo featured on the 40th anniversary website.
- Acknowledged as Presenting Sponsor at the event.

APRÈS SKI

- Billed as "Presenting Sponsor" in all press releases and promotional materials.
- Twenty (20) tickets to the event.
- Promotional eblast to DIFFA's 10k+ supporters.
- Onsite branding opportunities (TBD).
- One (1) dedicated post on each of DIFFA's social media accounts (Instagram, Facebook, X.
- Logo featured on the event website.
- Acknowledged as Presenting Sponsor at the event.

THREADS FOR IMPACT AUCTION & SALE

- Billed as "Presenting Sponsor" in all press releases and promotional materials.
- Twenty (20) tickets to the event.
- Promotional eblast to DIFFA's 10k+ supporters.
- Onsite branding opportunities (TBD).
- One (1) dedicated post on each of DIFFA's social media accounts (Instagram, Facebook, X).
- Logo featured on the event website.
- Acknowledged as Presenting Sponsor at the event.

ANNUAL SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR
$45,000 CONTRIBUTION TO DIFFA

GALA BALL

- Listed alongside other Platinum Sponsors in all press releases and promotional materials.
- Twelve (12) seats for dinner.
- Promotional eblast to DIFFA's 10k+ supporters.
- Onsite branding opportunities.
- One (1) dedicated post on each of DIFFA's social media accounts (Instagram, Facebook, X).
- Logo featured on 40th anniversary website.
- Acknowledgment at the event.

APRÈS SKI

- Listed alongside other Platinum Sponsors in all press releases and promotional materials.
- Twelve (12) tickets to the event.
- One (1) dedicated post on each of DIFFA's social media accounts (Instagram, Facebook, X).
- Logo featured on event website.
- Acknowledgment at the event.

THREADS FOR IMPACT AUCTION & SALE

- Listed alongside other Platinum Sponsors in all press releases and promotional materials.
- Twelve (12) tickets to the event.
- One (1) dedicated post on each of DIFFA's social media accounts (Instagram, Facebook, X).
- Logo featured on event website.
- Acknowledgment at the event.

ANNUAL SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR
$20,000 CONTRIBUTION TO DIFFA

GALA BALL

- Listed alongside other Gold Sponsors in all press releases and promotional materials.
- Eight (8) seats for dinner.
- Dedicated post on each of DIFFA's social media accounts (Instagram, Facebook, X).
- Logo featured on event website.
- Acknowledgment at the event.

APRÈS SKI

- Listed alongside other Gold Sponsors in all press releases and promotional materials.
- Eight (8) tickets to the event.
- Listing on event website.
- Acknowledgment at the event.

THREADS FOR IMPACT AUCTION & SALE

- Listed alongside other Gold Sponsors in all press releases and promotional materials.
- Eight (8) tickets to the event.
- Listing on event website.
- Acknowledgment at the event.

SHOWROOM & EVENT OPPORTUNITIES



Michael Aram Anniversary Promotion



Can It!!! (VIPP bins redesigned)



Molteni & LG Signature Promotion

DIFFA is delighted to assist your team with planning and inviting top names in the industry to promote your showroom and brand. Whether you need support from planning to final execution, or simply want to invite DIFFA supporters to attend, including DIFFA as a charitable component to your event can elevate your presence in the market.

DIFFA's extensive network includes leading architects, designers, industry influencers, and key media contacts, all of whom can significantly enhance your brand's visibility and reputation.

By partnering with DIFFA, you not only gain promotional benefits, but also support an esteemed industry foundation. Your involvement will contribute to DIFFA's mission and cause, aligning your brand with a respected organization dedicated to making a positive impact.

With DIFFA's support, your showroom will attract top industry names, gain media attention, and receive industry recognition, all while supporting a meaningful cause.

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