



BUILDING A **STRONGER**  
COMMERCIAL INTERIORS INDUSTRY

Dovetail is a nonprofit organization that is dedicated to supporting the sustainability of the contract interiors industry, by raising its profile, attracting talented, diverse young professionals, and encouraging long-term growth in an industry poised for success in the future.

## THE DOVETAIL SOLUTION

There has never been a unified effort to strategically recruit the brightest minds into the contract interior industry. Dovetail recognizes that an integrated, deliberate approach from all leaders and companies working in the industry is required to ensure a strong, vibrant industry, now and in the future.

**Dovetail is providing the opportunity for founding partners to join us in our effort to provide qualified, diverse, individuals to build a stronger industry, now and in the future.**

### WHY DOVETAIL?

## THE DOVETAIL PROCESS

### THE DOVETAIL STEERING COMMITTEE

A group of industry veterans who are interested in supporting Dovetail's mission from a strategic perspective.

### THE DOVETAIL AMBASSADOR LEADERSHIP TEAM

A group of individuals who have been working within the industry for less than ten years, and who are passionate about raising the profile of the industry to encourage new, exceptional individuals to join

### THE DOVETAIL FOUNDING PARTNER COUNCIL

One representative from each of our Founding Partners who to serve as a connecting point between the Dovetail Initiative, and the Founding Partners.

## YOUR OPPORTUNITY

# BECOMING A FOUNDING PARTNER

Dovetail is reaching out to provide an opportunity to invite you to join us as a Founding Partner, giving back to the community. Partners will be eligible for the following benefits:



### BRAND BUILDING & PROMOTION

Help to tell the story of how the contract interiors industry works, while also **building your brand, and establishing your leadership in this area**. Dovetail will develop content for specific industry pages and will incorporate your logo and messaging, with recognition of your position as a Founding Partner in this initiative.



### DEMONSTRATING LEADERSHIP

Founding Partners will demonstrate leadership and commitment to the commercial interiors industry, supporting long-term sustainability, growth, and success into the future. This includes the opportunity to provide input into the growth of the program, including mentorship, education, and training into the future. Your support and commitment will ensure the industry is poised for progress.



### RECRUITMENT CUSTOMIZATION

As a Founding Partner, you will provide **details on your recruitment needs** over the short to medium term based on a short survey to better understand your needs.

Dovetail will develop a specific recruitment strategy, including: Specific educational institutions and/or program areas to focus our efforts; Virtual career fairs and industry associations; Online advertising, to identify prospective candidates – and more!

## JOIN US

The Dovetail Founding Partner Program will run for one year, until spring 2022. The cost for participation in the program is 10,000 USD.

If you're interested in getting involved, please let us know. Contact Stefanie Ince, Executive Director, to discuss payment options, benefits, and launch plans: [since@whydovetail.com](mailto:since@whydovetail.com).