



IFMATM Chicago
Chapter
International Facility Management Association

2021-2022 Sponsorship



www.ifma-chicago.org

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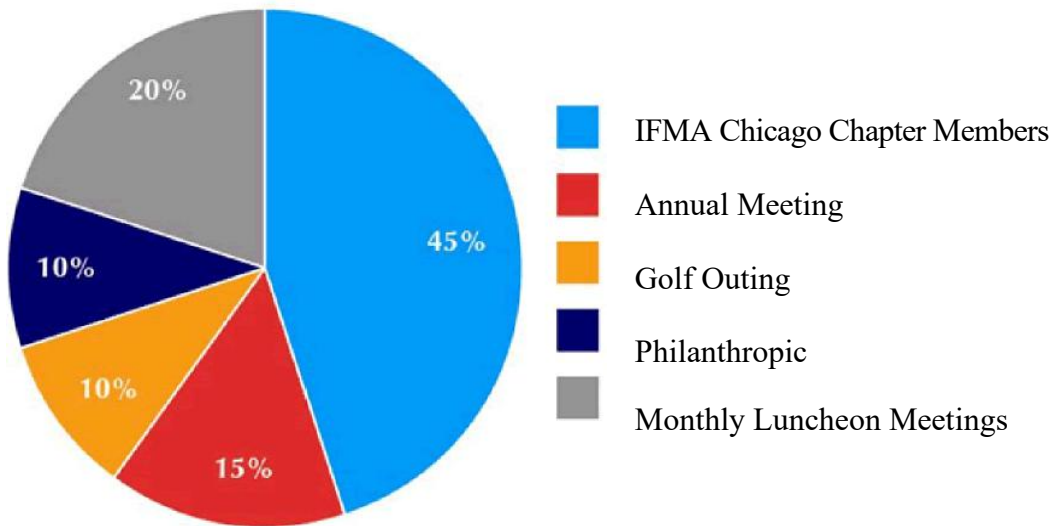


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Sponsorship Overview



Value of Sponsorship Dollars



As a corporate sponsor of the Chicago Chapter of IFMA, your support allows members to receive educational opportunities and provide community support. Furthermore, these programs provide your company with valuable visibility as a supporter of a professional organization. It can help you reach your target audience and provide two-way marketing opportunities. With nearly 300 professional and associate members, the Chicago Chapter is the best way to gain access and network with those that earn their living in the facilities profession.

The opportunities outlined in this booklet offer you the chance to promote your organization and sponsor a variety of IFMA activities. IFMA members have traditionally demonstrated a strong loyalty to those who help fund and support their chapter. Here is one opportunity to earn that support. The partnership program will run from July 1st, 2021 - June 30th, 2022.

IFMA Chicago Sponsorship has successfully navigated the “new normal” of the pandemic. In addition to our typical virtual benefits (website branding, email blasts), sponsors received more prominent recognition during programs, recorded and posted to the chapter YouTube channel. While we had to take our Sponsor Appreciation Event virtual, this gave each sponsor the opportunity to have the undivided attention of every professional member in attendance- a change from the smaller break out groups that were typical from the in-person event in previous years.

Do you have questions on any of the opportunities detailed in this booklet?

Please contact our Sponsorship Committee:

Manuel Rodriguez
708.601.8611
manuel.rodriguez@insight.com

Pamela Coan
312.371.0347
pcoan@grmdocument.com

Medal Sponsor Benefits



Be the first to partner with the Chicago Chapter of IFMA for the 2021 – 2022 programming year! This partnership campaign has been developed to enhance our members' opportunities to be seen and be heard year-round. Four partnership levels are available – select the level that meets your needs and your budget.

Feature	Sponsorship Levels			
	Platinum Level (\$4,000) 2 available	Gold Level (\$3,000) 4 available	Silver Level (\$1,500) 6 available	Bronze Level (\$1,000) unlimited
Company name to be listed on every quarterly postcard sent to members	✓			
One event sponsorship of your choice (Platinum level first choice)	✓	✓		
Chicago Chapter of IFMA fees included (only need to pay the National member fee)	✓ (2 members)	✓ (1 member)		
Program Sponsor of the Month (dedicated table to display materials and opportunity to speak at the podium before the program)	✓	✓		
Website Sponsor of the Month (Logo featured on Chicago Chapter of IFMA's home page with link to company website)	✓	✓	✓	
Website presence with link for 12 months	✓ (logo)	✓ (logo)	✓ (name)	✓ (name)
Exclusive Sponsor Appreciation Event (Professional members and sponsors only)	✓	✓	✓	✓
Opportunity to speak at Chapter events (Programs, Brainy Bites, Happy Hour – one sponsor per event)	✓	✓	✓	✓
Monetary credit to events of your choice (e.g. Golf Outing, Guest Tickets for Events)	✓ (\$500)	✓ (\$300)	✓ (\$150)	✓ (\$50)
Guest tickets to monthly luncheon program	✓ (8 per year)	✓ (5 per year)	✓ (3 per year)	✓ (1 per year)
Tickets to the Member Appreciation Event (2 events per year)	✓ (2)	✓ (2)	✓ (1)	✓ (1)
Tickets to the Annual Meeting	✓ (3)	✓ (2)	✓ (1)	✓ (1)
Verbal recognition at all meetings & electronic communications	✓	✓	✓	✓
Opportunity to host a Chapter board meeting	✓	✓	✓	✓
Signage posted at all chapter events	✓ (logo)	✓ (logo)	✓ (name)	✓ (name)
First right of refusal to renew partnership the following year and/or first invitation to upgrade	✓	✓	✓	✓
One representative from your company has the opportunity to be on a committee (must be member)	✓	✓	✓	✓
One eblast to all members during the program year (coordinated through Admin)	✓	✓	✓	✓
Approximate Value of Sponsorship	Over \$5,000 in benefits	Over \$3,000 in benefits	Over \$2,000 in benefits	Over \$1,000 in benefits

The 2021 – 2022 Partnership Program kicks off July 1, 2021 and concludes June 30, 2022.
To reserve your partnership level, contact the Chicago Chapter of IFMA office at admin@ifma.org
Or call 312-236-0900 and ask for Michelle or Chris

Events Corresponding with Medal Sponsorship



World Workplace Reception – Kissimmee, FL

Intent: Build your professional network. Reconnect with fellow IFMA members from the Chicago and Northern IL chapters, meet new friends, establish business relationships with exhibitors and sponsors, and take away a list of trusted contacts you can call on for advice and information. To be held in October, 2021.

Sponsorship Commitment: 1st choice to Platinum Sponsor, then Gold, etc.

Benefit:

- Logo visibility at networking event
- Invitation and logo listed on Chicago Chapter of IFMA website
- Exposure to thousands of facility managers



Annual Member Appreciation Event

Intent: Help us be the first to welcome all new members to the Chicago Chapter of IFMA. A venue and event logistics will be provided. To be held in 2022.

Sponsorship Commitment: 1st choice to Platinum Sponsor, then Gold, etc.

Benefit:

- Signage at the event.
- Logo listed on Chicago Chapter of IFMA website.
- Recognition (logo) on the event invitation.
- Opportunity to introduce your company and services.
- 2 complimentary tickets to the event.



Holiday Party Sponsor

Intent: Join Chicago Chapter of IFMA for some networking cheer at this fun and casual event. To be held January 2022

Sponsorship Commitment: 1st choice to Platinum Sponsor, then Gold, etc.

Benefit:

- Signage at the event.
- Logo listed on Chicago Chapter of IFMA website.
- Recognition (logo) on the event invitation.
- Opportunity to introduce your company and services..
- 2 complimentary tickets to the event.



Annual Meeting Sponsor

Intent: We have an exclusive sponsorship opportunity for one of the most heavily attended and fun events of the year. At this event, we will recap the year, introduce the 2021-2022 Officers and announce the year's Chapter Award recipients in addition to the "world-famous" IFMA Buck-et Drawing. To be held July 2022.

Sponsorship Commitment: 1st choice to Platinum Sponsor, then Gold, etc.

Benefit:

- Signage at the event.
- Logo listed on Chicago Chapter of IFMA website.
- Recognition (logo) on the event invitation.
- Table to display marketing materials.
- Opportunity to introduce your company and services.





Oktoberfest

Intent: Join us in a great social event to celebrate the forthcoming change of season. The inaugural event had over 100 attendees and this continues to be one of the Chapter's more popular events. Chicago Chapter of IFMA will provide the venue and event logistics. To be held in the Fall 2021.

Sponsorship Commitment: 1st choice to Platinum Sponsor, then Gold, etc.



Benefit:

- Signage at the event.
- Logo listed on Chicago Chapter of IFMA website.
- Recognition (logo) on the event invitation.
- Table to display marketing materials.
- Opportunity to introduce your company and services.
- 2 complimentary tickets to the event

Sponsor Appreciation Event



Sponsor Appreciation Event Exclusive!

Intent: This event is only open to professional members and sponsors and is included with all medal sponsorships. Previous events have included a Lego building competition at The Chicago Architecture Foundation, trivia at Marshall's Landing- Merchandise Mart, and a virtual game night via Zoom (during COVID). The event is free and includes heavy appetizers and libations to get your creative juices flowing. The event will take place in late 2021 and is a great way to get in front of professional members in a more intimate setting.

Additional Sponsorship Opportunities



Golf & Charity Outing

Intent: A great day of networking on the course. This is a Don't Miss Event. There will be numerous hole sponsorships and other sponsorship opportunities for this event. More details will be available early 2022.

Sponsorship Commitment: \$300 – \$750+

Prize Donations

Donate a silent auction / prize drawing item for IFMA Chicago Chapter and your company information will be recognized at our events (Annual Meeting and Golf and Charity Outing)



Sponsorship Form



Medal Sponsorship 2021 – 2022

☐

Platinum Level (\$4,000)

☐

Silver Level (\$1,500)

☐

Gold Level (\$3,000)

☐

Bronze Level (\$1,000)

SPONSOR CONTACT INFORMATION

Name: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Payment Method: _____ Please invoice me _____ I will be mailing a check payable to Chicago Chapter of IFMA

_____ Please charge my credit card _____ Visa _____ M/C _____ Amex

Card Number: _____ Exp Date _____

Please return this form to the Chicago Chapter of IFMA Administrator's Office by July 2021

Please include a high-resolution logo (jpeg)

20960 Frankfort Square Road; Suite B, Frankfort, IL 60423

Email to: admin@ifma-chicago.org