

2020

CHAPTER SPONSORSHIP OPPORTUNITIES



IFMATM Minneapolis/St. Paul
Chapter
International Facility Management Association

www.msp-ifma.org

last revised 11/20/19

YOU MAKE OUR CHAPTER STRONG!

Chapter leadership has been hard at work and we are thrilled to launch an enhanced chapter sponsorship campaign for 2020. We offer great new benefits such as more flexibility with an event credit, sponsorship commercials, emails to our members, and so much more. You will see these, and many new benefits outlined on the following pages. Be sure to note that 2019 chapter sponsors receive a discount on 2020 sponsorships!

It is through your support and involvement that we are able to keep event registration pricing low, deliver relevant content at our events, and provide critical support to our members and attendees. We are happy to be one of the largest IFMA chapters in the US with diverse and strong offerings for our members. We continue to attract a strong professional member base and professional attendance at chapter meetings and events. Sponsorship is a critical factor in the strength of our membership and it provides important benefits and opportunities to you as a sponsor. A few things to keep in mind as you consider sponsorship this year:

- Our chapter maintains almost 200 professional members – that’s nearly 70% of total membership!
- Professional members make up an average of 60-70% of our attendees at chapter meetings.
- Sponsorship raises your credibility with our professional members and acts as a force multiplier for all of the effort you put in to being involved.
- We host a wide variety of events, at different times of day, to cater to everyone’s schedule and interests. This includes at least 8-chapter meetings and tours, deep-dives, build your core, social events, golf, and more.
- We have over 90% retention of chapter sponsors year after year.

Thank you in advance for supporting our chapter’s mission of growing the facility management profession in the Minneapolis/St. Paul area by encouraging and supporting individual professional development.

Cheers to a successful and meaningful 2020!



Laura Magnuson, CFM
President
IFMA Minneapolis / St. Paul

**Secure sponsorships
by January 15, 2020 to
receive full visibility!**

2020 CHAPTER SPONSORSHIP OPPORTUNITIES

	PLATINUM	GOLD	SILVER
Featured Sponsor(s) at Chapter Meeting – NEW BENEFIT! IFMA President (or meeting host) will provide a 30 second “commercial” on sponsor at the beginning of one chapter meeting throughout the calendar year. The featured sponsor can also place company materials on the tables.	✓		
Email to Membership – NEW BENEFIT! Opportunity to send one email blast to IFMA MSP membership. Email is subject to approval and is sent from the IFMA email.	✓		
Membership Mailing List – NEW BENEFIT! Receive a list of professional members with physical mailing addresses once a year.	✓		
Recognition on Chapter Home Page Company logo and hyperlink on home page.	✓		
Article in Newsletter Opportunity to place an article highlighting your company or service in one issue of the newsletter within the 2020 year. Article is subject to approval by chapter.	✓		
Credit for Event Sponsorship – NEW BENEFIT! Receive a credit good for any event sponsorships (this replaces the golf tee that was previously included with platinum sponsorship).	\$600	\$300	
Golf Foursome Discount Discount on one golf foursome registration.	✓	✓	
Complimentary Chapter Meeting Passes – INCREASED! Complimentary passes to chapter meetings for you or guests.	8	4	2
Event Sponsorship Priority – NEW BENEFIT! Receive priority on exclusive event sponsorships before they are made available to the public.	1 st Priority	2 nd Priority	3 rd Priority
Ads in the Quarterly Newsletter	4	2	1
Logo Acknowledgment in Newsletter Company logo placed in quarterly chapter newsletter.	✓	✓	✓
Logo Acknowledgment on Sponsor Banner Logo placement on banner displayed at chapter events.	Big	Medium	Small
Sponsor Ribbons All employees will receive a “Sponsor” ribbon on their nametag at chapter events.	✓	✓	✓
Acknowledgment on Chapter Sponsor Webpage Company logo and hyperlink on sponsor webpage.	✓	✓	✓
10% Discount on 2020 Sponsorship to Returning 2019 Sponsors	✓	✓	✓
COST	\$3,000 Estimated value \$5,000	\$1,500 Estimated value \$2,000	\$750 Estimated value \$1,000

SPONSORS ARE OUR FIRST PRIORITY FOR HOSTING, SPEAKING, AND TOURS

Do you have a space, project or speaker that we should consider for a chapter meeting, deep dive, or tour? We look to our sponsors first for these opportunities!

If you have one, please let us know by visiting tinyurl.com/IFMASponsor.

2020 EVENT CALENDAR *(dates subject to change)*

February Chapter Meeting	Wednesday, February 5, 2020
March Chapter Meeting	Wednesday, March 4, 2020
April Chapter Meeting	Wednesday, April 1, 2020
May Chapter Meeting	Wednesday, May 6, 2020
June Chapter Meeting	Wednesday, June 3, 2020
2020 Annual Golf Tournament	Tuesday, July 14, 2020
September Chapter Meeting	Wednesday, September 2, 2020
World Workplace 2020	September 30 – October 2, 2020
October Chapter Meeting	Wednesday, October 7, 2020
November Chapter Meeting	Wednesday, November 4, 2020
December Chapter Meeting	Wednesday, December 2, 2020

Secure your sponsorship online now at msp-ifma.org/connect/sponsorship!

You can pay by credit card or request an invoice be sent to you if you wish to pay with check.

You may also complete the form below and mail it to us with payment.

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2020 CHAPTER SPONSORSHIP COMMITMENT FORM

COMPANY INFORMATION *(Please note: The information you provide is how it will be presented in sponsorship acknowledgment.)*

Company Name _____

Address _____

Website _____

Phone _____ Email _____

PRIMARY CONTACT INFORMATION

Name _____

Phone _____ Email _____

2020 CHAPTER SPONSORSHIP LEVEL

- | | | | |
|---|----------------|--|----------------|
| <input type="checkbox"/> Platinum <small>New</small> | \$3,000 | <input type="checkbox"/> Platinum <small>Returning*</small> | \$2,700 |
| <input type="checkbox"/> Gold <small>New</small> | \$1,500 | <input type="checkbox"/> Gold <small>Returning*</small> | \$1,350 |
| <input type="checkbox"/> Silver <small>New</small> | \$750 | <input type="checkbox"/> Silver <small>Returning*</small> | \$675 |

**To qualify for returning, your company must be a 2019 IFMA MSP Chapter Sponsor.*

PAYMENT INFORMATION

Check # _____ *(please make checks payable to IFMA MSP)*

MasterCard Visa American Express

Name on Card _____

Card Number _____ Exp. Date _____ CVV _____

Return completed form and full payment to:

5353 Wayzata Blvd. Suite 350, Minneapolis, MN 55416

Or email to info@msp-ifma.org / Questions? Give us a call! 952.564.3042