

2021

CHAPTER SPONSORSHIP OPPORTUNITIES



IFMATM Minneapolis/St. Paul
Chapter
International Facility Management Association

www.msp-ifma.org

FROM OUR PRESIDENT

As we each start to look forward and plan our strategy for 2021, we face some new questions in the light of what 2020 has brought us. One thing we can be certain about is that both our professional and associate members will benefit from the IFMA community more than ever. As we have seen on our bi-monthly Virtual Roundtable calls, our members are hungry for insight and advice on how to work best through COVID and its aftermath. For us as associate members, finding a variety of new ways to connect with potential clients has become more important as it's difficult to know how budgets will shake out in each industry we service.

It is important now more than ever, that IFMA MSP leadership stay current with what our members and industry need. We have taken thoughtful time and consideration to ensure that what we provide you is relevant, cost-effective, and helps you, our sponsors, get as much as possible out of your investment.

I am excited about the flexibility and new options we added for 2020, and the new virtual options that will likely continue even after we can resume in-person meetings. Providing discounted sponsorship to returning sponsors, a flexible sponsorship credit for gold and platinum sponsors, and making it a priority to look to our sponsors first when we need speakers or venues for events are all important steps we have taken to make sponsorship more valuable for you.

If you have not done so in the past, make sure to look at the options available for Platinum sponsors. The provided mailing labels, the promotional email to our members, and being highlighted at the beginning of one of our chapter meetings are all designed to give you massive exposure with a minimal investment of your time.

We also continue to work diligently to make sure that the funds we raise are used wisely to maintain a high level of engagement from our professional members and to help attract new members. It is with these funds that we are engaging an internet marketing firm to examine our processes and provide advice on how to better communicate with current and prospective members. We continue to maintain strong involvement from professional members with close to 70% of our members being professional and an average of 60% of meeting attendance being from professional members. However, we want to grow that number and introduce a wide variety of industries into IFMA.

As you consider your options for 2021, know that your sponsorship is greatly appreciated by our members. These funds are essential to maintaining a strong chapter that attracts and engages facility managers. The chapter leadership is here to support you and help to make the most out of your time and money. Please reach out with any questions and to let us know how we can best help. Let's join together for a strong year of growth and success for the FM industry.



Jon Heaton
President
IFMA Minneapolis / St. Paul



**Secure
sponsorships by
January 15, 2021
to receive full
visibility!**

2021 CHAPTER SPONSORSHIP OPPORTUNITIES

70%

IFMA MSP members are Professional members!

Featured Sponsor(s) at Chapter Meeting

IFMA MSP President (or meeting host) will provide a 30 second verbal "commercial" on sponsor at the beginning of one chapter meeting throughout the calendar year. The featured sponsor will also have a dedicated slide within the presentation that will display during the commercial.

Email to Membership

Opportunity to send one dedicated email blast to IFMA MSP membership.

Membership Mailing List

Receive a list of professional members with physical mailing addresses once a year.

Recognition on Chapter Home Page

Company logo and link on home page.

Article in Newsletter

Opportunity to place an article in one chapter newsletter.

Host A Virtual Session

Opportunity to host a one-hour virtual session with IFMA MSP membership. IFMA MSP will promote to membership and include on our chapter event calendar.

Credit for Event Sponsorship

Receive a discount on any IFMA MSP event sponsorship such as the Golf Tournament, WWP Dinner, etc.

Golf Foursome Discount

Receive a discount on a 2021 Golf Tournament foursome registration.

Promotion in Publication

Opportunity to place a promotion in the chapter newsletter.

Virtual Tradeshow

Exclusive opportunity to have a video placed on the virtual tradeshow webpage.

Complimentary Chapter Event Passes

Complimentary passes to chapter events for you and your guests (excludes golf tournament).

Chapter Program Resource

Receive priority and be a resource for space, projects or speakers for chapter programs.

Event Sponsorship Priority

Receive priority on exclusive event sponsorships before they are made available to the public.

PLATINUM

GOLD

SILVER

\$3,000

Discounted cost to 2020 returning sponsors: \$2,700
Estimated value \$5,000

\$1,500

Discounted cost to 2020 returning sponsors: \$1,350
Estimated value \$2,000

\$750

Discounted cost to 2020 returning sponsors: \$675
Estimated value \$1,000

✓

✓

✓

✓

✓

✓

\$600

\$50

4

✓

8

1st Priority

1st Priority

✓

\$300

\$50

2

✓

4

2nd Priority

2nd Priority

1

✓

2

3rd Priority

3rd Priority

2021 CHAPTER SPONSORSHIP OPPORTUNITIES

	PLATINUM	GOLD	SILVER
Logo Acknowledgement in Publication Company logo placed in the chapter newsletter.	Big	Medium	Small
Logo Acknowledgement at All Chapter Events Logo placement at all chapter events.	Big	Medium	Small
Acknowledgement and Link on all Chapter Emails	✓	✓	✓
Acknowledgement and Link on Chapter Sponsor Webpage	Big	Medium	Small
10% Discount on 2021 Sponsorship to Returning 2020 Sponsors	✓	✓	✓

*All benefits must be utilized within the 2021 calendar year.
Full payment must be received before benefits can be fulfilled.
Sponsorships must be secure by January 15, 2021, to receive full visibility.*

HERE IS A LOOK AHEAD AT OUR 2021 EVENT CALENDAR!

2021 EVENTS *(dates subject to change)*

February 3, 2021	Monthly Chapter Meeting
March 3, 2021	Monthly Chapter Meeting
April 7, 2021	Monthly Chapter Meeting
April 20-22, 2021	IFMA Facility Fusion 2021 Conference & Expo
May 5, 2021	Monthly Chapter Meeting
June 9, 2021	Monthly Chapter Meeting
July 21, 2021	Annual Golf Tournament
September 1, 2021	Monthly Chapter Meeting
October 6, 2021	Monthly Chapter Meeting
October 20-22, 2021	IFMA World Workplace 2021
November 3, 2021	Monthly Chapter Meeting
December 1, 2021	Monthly Chapter Meeting

Chapter event dates are tentative and subject to change. For the most up to date information on all events, please visit our chapter event calendar at www.msp-ifma.org.

Secure your sponsorship online now at [msp-ifma.org/connect/sponsorship!](http://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.



2021 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 *This information will not be published but will instead be used for sponsorship administration.*

Name _____
Phone _____ Email _____

NEW CHAPTER SPONSORS

- Platinum** New **\$3,000**
- Gold** New **\$1,500**
- Silver** New **\$750**

RETURNING CHAPTER SPONSORS

- Platinum** Returning* **\$2,700**
- Gold** Returning* **\$1,350**
- Silver** Returning* **\$675**

**To qualify for returning, your company must be a 2020 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

IMPORTANT REMINDERS

To take full advantage of the opportunities in this program:

- All benefits must be utilized within the 2021 calendar year.
- Full payment must be received before benefits can be fulfilled.