



PARTNER WITH US!

2023-2024 ANNUAL PARTNERSHIP PROGRAM

DATA | FEATURES | BENEFITS



IFMATM **Boston
Chapter**
International Facility Management Association



CORPORATE PARTNERSHIP PROGRAM

GIVING YOU DIRECT ACCESS TO YOUR TARGET MARKET

IFMA Boston supports facility management professionals so that they can excel in their careers by providing **relevant educational content, industry knowledge sharing, and peer-to-peer networking.**

By partnering with the Chapter, you will be front and center to your target member--**the Facility Manager, who makes up nearly 65% of our membership.** Our partners are imperative to our mission of being the complete, expert resource for Facility Managers in the Boston area. Over the past 5 years, **we have seen a 400% increase in FM engagement within the chapter** through event registrations and volunteerism.

Now in the era of virtual programming, **we've seen across the board increases in engagement.** We've also seen **amazing download rates on our white papers and our FMForward podcast.** Here are some Chapter statistics that we feel are important for our partners to understand the reach of our work.



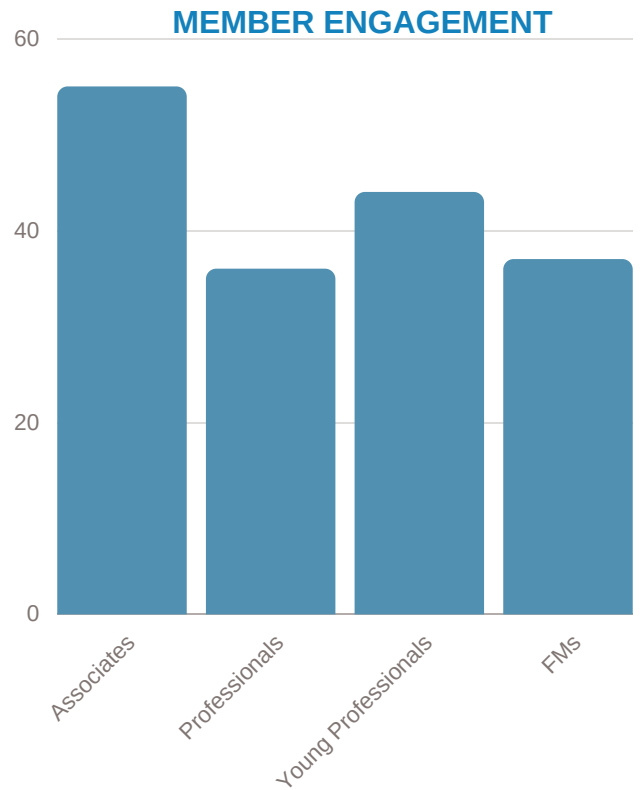
65%

of our membership of 460 are FMs and end users.



40%

of all of our FM members have been engaged this year through programming and volunteerism.



2,484
lifetime white paper and resource guide downloads

46.2%
average weekly newsletter opens

6,216
FMForward podcast downloads to date

3,440
average monthly website visitors



CORPORATE PARTNERSHIP PROGRAM

BENEFITS AT A GLANCE

ANNUAL PARTNERSHIP BENEFITS	BALLPARK LEVEL \$10,000	STADIUM LEVEL \$7,500	GARDEN LEVEL \$5,000	MARATHON LEVEL \$2,500
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You are provided this amount in customizable benefits to promote your company even further throughout the year on such items as event sponsorships, white papers, podcast advertisements, and more. Details in the **Partnership Event Benefits**.

CUSTOMIZABLE SPONSORSHIP BENEFIT	\$6,500	\$5,000	\$3,000	\$1,500
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Then in addition to your customizable benefits, you receive all of the benefits below depending on your level of investment! All benefits can be tracked in our online portal at the IFMA Boston community.

FREE NON MEMBER REGISTRATION FOR ALL REGULAR PROGRAMMING AND MEMBER RATE FOR SPECIAL EVENTS	4	4	2	2
RECOGNITION ON ALL NAME BADGES AT LIVE EVENTS	YES	YES	YES	YES
RECOGNITION ON THE VIRTUAL BACKGROUND ON ALL ONLINE PROGRAMS	YES	YES	YES	YES
OPPORTUNITY TO HOST A LIVE EVENT/PROGRAM	YES	YES	YES	YES
NON MEMBER VOLUNTEERS	2	2	1	1
BANNER ADS IN THE NEWSLETTER	All	8	6	4
FREE MEMBERSHIP (\$414 VALUE)	YES	YES	YES	
LOGO & WEBLINK ON CHAPTER HOME PAGE + 1 INTERIOR PAGE OF CHOICE	YES	YES	YES	
COMPLIMENTARY BOOTH SPACE AT FMFORWARD	YES <small>WITH ONLINE EXHIBIT SPACE</small>	YES <small>WITH ONLINE EXHIBIT SPACE</small>	YES <small>WITH ONLINE EXHIBIT SPACE</small>	
15 MINUTE FMFORWARD PODCAST INTERVIEW	INCLUDED	INCLUDED	INCLUDED	
2 MINUTE INTRO AT A LIVE OR VIRTUAL PROGRAM (FIRST COME)	YES	YES		
EVENT PACKAGE: 2 FREE TICKETS TO FMFORWARD, A TWOSOME AT BOTH SUMMER & FALL CLASSICS	YES	YES		
INDUSTRY EXCLUSIVITY	YES			
FREE FOURSOME AT SUMMER OR FALL CLASSIC (\$2,000+ VALUE)	INCLUDED			



CORPORATE PARTNERSHIP CUSTOMIZABLE BENEFITS

STADIUM LEVEL \$5,000 VALUE

2023 FMFORWARD: PRESENTING SPONSORSHIP (1) FALL 2023

- Logo and hotlinks on electronic invitations, chapter newsletter and event site
- Full advertisement on the back of badges
- Logo to be included within the FMForward presentation
- Full page color ad in the program
- First choice of booth location
- Five (5) minute welcome from the stage
- Five (5) complimentary event tickets
- Feature on the IFMA Boston blog
- Included in the rolling loop presentation
- Logo on the podium signage or similar
- Recognition on the name badges

2023 IFMA BOSTON FALL CLASSIC: PRESENTING SPONSORSHIP (1) OCTOBER 2ND @ GRANITE LINKS

- Logo and hotlinks on electronic invitations, chapter newsletter and event site
- Full page color ad in the program
- Recognized at the dinner
- Logo on golfer gifts
- Logo on all course signage
- Logo included on volunteer event shirts
- One complimentary foursome

2024 AWARDS OF EXCELLENCE A PRESENTING SPONSORSHIP (1) SPRING 2024

- Logo and hotlinks on the Awards Call for Submissions
- Logo and hotlinks on all website posts, invitations, and social media posts
- Full color, inside front cover advertisement in the Awards of Excellence publication sent to all members and published in the NEREJ
- Attendance at the Award Recipient lunches on site at the winner's workplace to present the awards (at least two onsite events)
- Feature on the IFMA Boston blog
- Inclusion in the Awards of Excellence press release and ongoing publicity.

2024 IFMA BOSTON GOLF CLASSIC: PRESENTING SPONSORSHIP (1) JUNE @ RED TAIL GOLF CLUB@ RED TAIL GOLF CLUB

- Logo and hotlinks on electronic invitations, chapter newsletter and event site
- Full page color ad in the program
- Recognized at the dinner
- Logo on golfer gifts
- Logo on all course signage
- Logo included on volunteer event shirts
- One complimentary foursome



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CORPORATE PARTNERSHIP CUSTOMIZABLE BENEFITS

STADIUM LEVEL \$5,000 VALUE

2023-2024 THOUGHT LEADERS ROUNDTABLE SERIES PRESENTING SPONSOR (1)

IFMA Boston will host 3 roundtables for facility manager members for a facilitated discussion and peer to peer networking to be a mix of live and virtual programming. This sponsorship does not include the *September 2023 Thought Leaders program*.

- Logo and hotlinks on electronic invitations, chapter newsletter and event site for each
- Recognition on all agendas/handouts
- Thank you in the welcome scripts
- Logo on any PowerPoint presentations
- Ability to send four (4) non FMs to attend each event

2023-2024 KNOWLEDGE LIBRARY AND INFORMATION PRESENTING SPONSOR (1)

- Logo and hotlinks on all IFMA Boston authored thought leadership infographics, white papers, and/or blogs produced within the program year.
- Company bio and website link included in any published white papers or infographics.
- Ability to promote all knowledge leadership publications to your own list.
Two (2) features on the IFMA Boston blog



CORPORATE PARTNERSHIP CUSTOMIZABLE BENEFITS

GARDEN LEVEL \$3,000 VALUE

2023 FMFORWARD FALL 2023

- Logo and hotlinks on electronic invitations, chapter newsletter and event site
- Two (2) complimentary tickets to the event
- Half page B&W ad in the program
- included in the rolling loop presentation
- Thank you in President's welcome
- Recognition on name badges

Choose One (1) of these Items to Sponsor:

Custom pens for the workshop (1 AVAILABLE)

Custom pads of paper for workshop
(1 AVAILABLE)

Custom Napkins at lunch (1 AVAILABLE)

Custom Napkins at cocktails (1 AVAILABLE)

2023 IFMABOSTON FALL CLASSIC OCTOBER 2ND @ GRANITE LINKS

- Logo and hotlinks on electronic invitations, chapter newsletter and event site
- Half page B&W ad in the program
- Registration displayed signage
- Recognition at the dinner
- Logo included on volunteer event shirts
- Ability for two (2) individuals to be on the course during the tournament

Choose One (1) of these Items to Sponsor:

Golf Cart Sponsor: signage and snacks
(1 AVAILABLE)

Cocktail Sponsor: custom cups (1 AVAILABLE)

Dinner Sponsor: custom napkins (1 AVAILABLE)

Lunch Sponsor: custom stickers on lunch boxes
(1 AVAILABLE)

Golf Clinic Sponsor: sleeve w 3 custom golf balls
(1 AVAILABLE)

2024 IFMABOSTON GOLF CLASSIC JUNE @ RED TAIL GOLF CLUB

- Logo and hotlinks on electronic invitations, chapter newsletter and event site
- Half page B&W ad in the program
- Registration displayed signage
- Recognition at the dinner
- Logo included on volunteer event shirts
- Ability for two (2) individuals to be on the course during the tournament

Choose One (1) of these Items to Sponsor:

Golf Cart Sponsor: signage and snacks
(1 AVAILABLE)

Cocktail Sponsor: custom cups (1 AVAILABLE)

Dinner Sponsor: custom napkins (1 AVAILABLE)

Lunch Sponsor: custom stickers on lunch boxes
(1 AVAILABLE)



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CORPORATE PARTNERSHIP CUSTOMIZABLE BENEFITS

GARDEN LEVEL \$3,000 VALUE

ORIGINAL BLOG SERIES (UNLIMITED)

- Four feature articles to be showcased on the IFMA Boston blog/website with choice of date
- Logo and hotlinks on each article page
- Article to be included in the IFMA News page in the New England Real Estate Journal
- Call out for each article on LinkedIn and Twitter
- Links to each article included in the members newsletter



CORPORATE PARTNERSHIP CUSTOMIZABLE BENEFITS

MARATHON LEVEL \$1,500 VALUE

2023 IFMABOSTON FALL CLASSIC OCTOBER 2ND @ GRANITE LINKS

- Logo/Hotlink on the IFMA Boston Event Website
- Mention in the program
- Recognized at the dinner
- Signage
- Ability for two (2) individuals to be on the course during the tournament

Choose (1) of these items to sponsor:

Putting contest (1 AVAILABLE)
Registration (1 AVAILABLE)
Beverage Cart (2 AVAILABLE)
Prize Hole (7 AVAILABLE)

2024 IFMABOSTON GOLF CLASSIC JUNE @ RED TAIL GOLF CLUB

- Logo/Hotlink on the IFMA Boston Event Website
- Mention in the program
- Recognized at the dinner
- Signage
- Ability for two (2) individuals to be on the course during the tournament.

Choose (1) of these items to sponsor:

Putting contest (1 AVAILABLE)
Registration (1 AVAILABLE)
Beverage Cart (2 AVAILABLE)
Prize Hole (7 AVAILABLE)

2023 FMFORWARD (Unlimited) FALL 2023

- Logo and hotlinks on electronic invitations, chapter newsletter and event site
- 1/4 Page B&W Ad in the program
- Table top display during cocktail event
- One (1) complimentary ticket to the event
- Included in the rolling loop presentation
- Recognized on Your Name Badge

FMFORWARD PODCAST COMMERCIAL (UNLIMITED)

- A 60 second promotional plug will be recorded by our host or can be provided by you to be included in the postproduction podcast for replay to be included within 4 podcasts within the program year.
- Call out on social media