



Annual Chapter Sponsorship 101

**Getting the Most Out of Your
IFMA Greater Phoenix Annual Sponsorship**





Welcome Sponsors!

Introducing Your Chapter Champions

Chapter Administrator



Kathleen Severson
IFMA Phoenix Chapter

Marketing Coordinator



Kristy Schlesselman
LMI360

Meet the Committee Chairs

Sponsorship Co-Chair



Samantha Perkowski
Precision Concrete Cutting

Sponsorship Co-Chair



Nickol Shaffer
Precision Concrete Cutting

Agenda

After Today You Will



**Understand
How
Sponsorship
Works in
IFMA**

**Identify the
Benefits
Included by
Sponsorship
Level**

**Have All
Upcoming
Important
Deadlines
for This FY**

**Know How
to Submit
Marketing
Materials**

**Recognize
Who to
Contact for
Help**

**Be Able to
Maximize
Your
Company's
Exposure**



Sponsorship Fundamentals

Why An Annual Program?

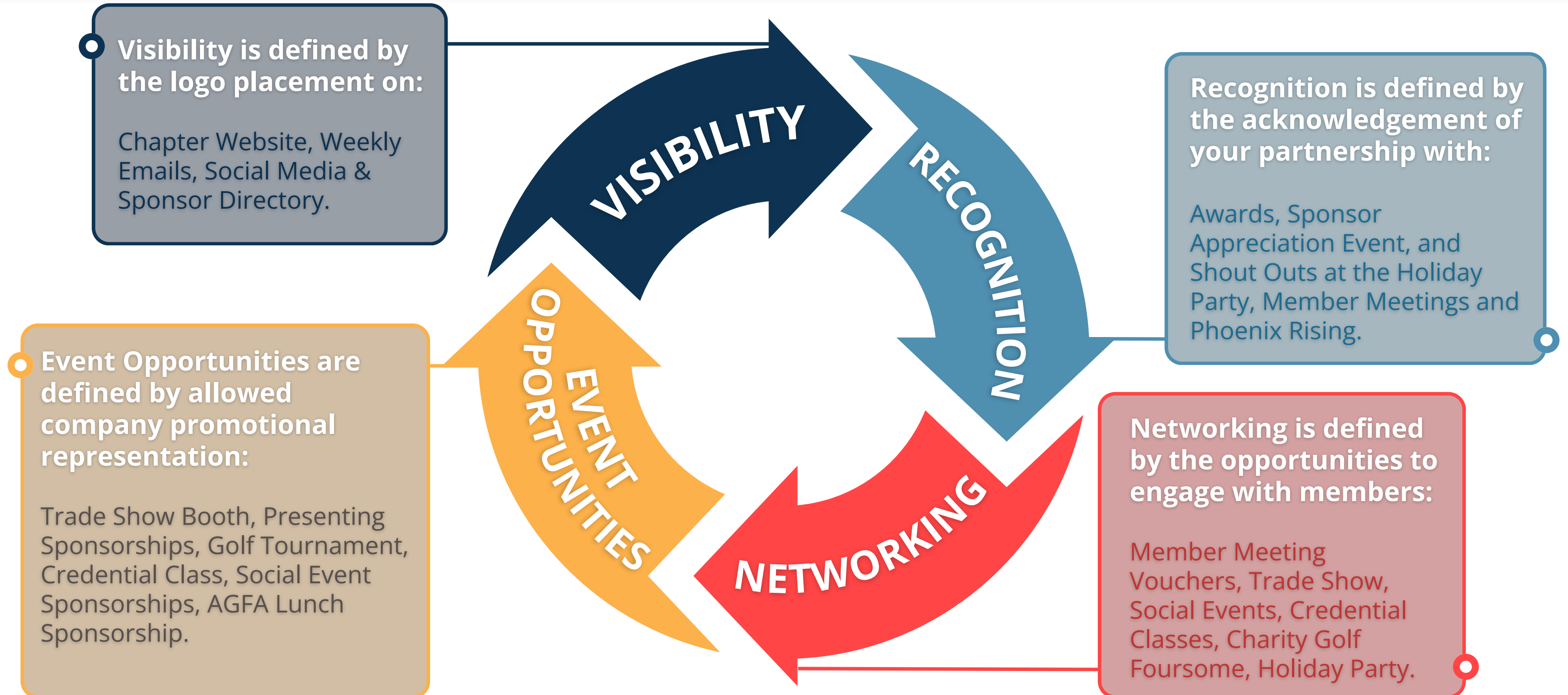
**YOU'RE
NOT SIMPLY
PURCHASING
ADVERTISING.**



**YOU ARE
BECOMING
A VALUED
CHAPTER
PARTNER!**



Understand Your Benefits



Benefits Breakdown

Vouchers VS Discounts

DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
\$8,750 SOLD OUT AVAILABLE	\$6,000	\$3,750	\$2,500	\$1,250
20 Member Meeting Vouchers	15 Member Meeting Vouchers	10 Member Meeting Vouchers	6 Member Meeting Vouchers	4 Member Meeting Vouchers
Trade Show Booth	75% off Trade Show Booth	50% off Trade Show Booth	25% off Trade Show Booth	10% off Trade Show Booth
Logo on Website Sponsors Page	Logo on Website Home Page	Logo on Website Home Page	Logo on Website Home Page	Logo on Website Home Page
Logo on Weekly Update Email	Logo on Website Sponsors Page	Logo on Website Sponsors Page	Logo on Website Sponsors Page	Logo on Website Sponsors Page
Social Media Ads & Videos	Logo on Weekly Update Email	Logo on Weekly Update Email	Logo on Weekly Update Email	Logo on Weekly Update Email
Mention & Logo at Monthly Member Meetings	Social Media Ads & Videos	Social Media Ads & Videos	Social Media Ads & Videos	Social Media Ads & Videos
Sponsor Contact Flyer Sent to Members	Mention & Logo at Monthly Member Meetings	Mention & Logo at Monthly Member Meetings	Mention & Logo at Monthly Member Meetings	Mention & Logo at Monthly Member Meetings
Award of Appreciation	Sponsor Contact Flyer Sent to Members	Sponsor Contact Flyer Sent to Members	Sponsor Contact Flyer Sent to Members	Sponsor Contact Flyer Sent to Members
	Award of Appreciation	Award of Appreciation	Award of Appreciation	Award of Appreciation

VOUCHERS
Fees Are Fully Covered

Vouchers are redeemed through the event registration page.

DISCOUNTS
Fees Associated with Expense Are Discounted By Sponsor Level

Discounts are redeemed via email through the benefits election processes and invoices throughout the year.

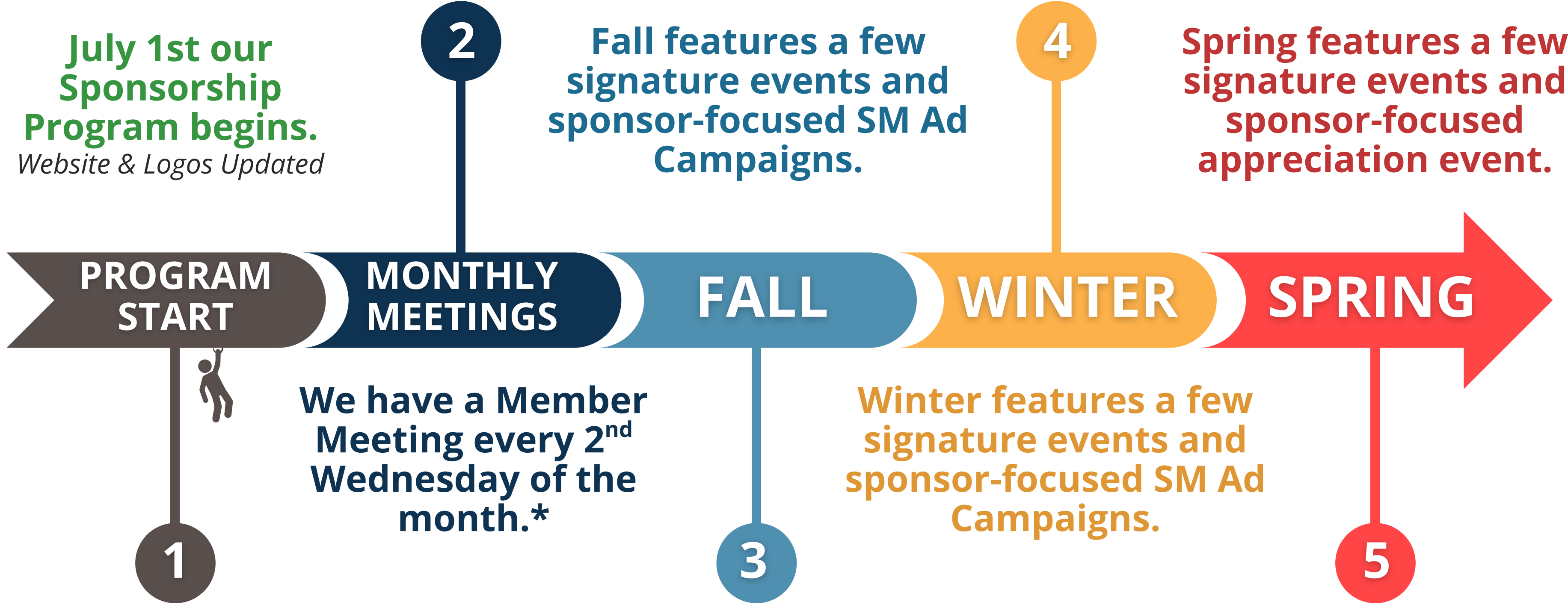
 **MAKE SURE IFMA IS ON YOUR SAFE SENDER LISTS!**

Benefits Breakdown (Cont.)

Benefit	Voucher	Discount	Full Discount
IFMA & Chapter Dues	–	–	Silver Levels & Up
Member Meetings	All Levels	–	–
AGFA Meetings	–	–	Diamond Only
Event Tickets	–	–	All Levels
Event Sponsorship*	–	Bronze thru Gold	Diamond & Platinum
Trade Show Booth	–	Bronze thru Platinum	Diamond Only

***For Specific Event details, refer to Annual Sponsor Flyer for most accurate sponsor benefits by sponsor level**

Sponsorship Calendar & Annual Timeline





Events with Sponsorship Benefits

Events At A Glance

JULY Monthly Member Meeting Submit Logos, Primary Contact Details & Elect Sponsor Benefits	AUGUST Monthly Member Meeting Holiday Party Sponsorships Open Up & Credential Classes Kick-off	SEPTEMBER Monthly Member Meeting Trade Show PreSale Begins	OCTOBER Monthly Member Meeting Sponsor Static Ads Go Live
NOVEMBER No Monthly Meeting Charity Golf Tournament	DECEMBER No Monthly Meeting Holiday Party	JANUARY Monthly Member Meeting Phoenix Rising Sponsorships Open Up	FEBRUARY Monthly Member Meeting Charity Golf Tournament PreSale Begins
MARCH Monthly Member Meeting Sponsor Video Ads Go Live	APRIL No Monthly Meeting Trade Show	MAY Monthly Member Meeting Attend Sponsor Appreciation Event.	JUNE No Monthly Meeting Phoenix Rising & Next FY Annual Sponsorship Invoices Due

Upcoming Events With Benefits



Sponsor Event Watch List:

- 8/20/26 Debut FMP Credential Class [1 of 8]
(Gold & Up)
- 11/6/26 Charity Golf Tournament
(Gold & Up for 2027)
Tee Boxes & Foursomes SOLD OUT for 2026! Additional Sponsorship Opportunities are for sale; sign-up for the Charity Golf 2027 PreSale inclusion!
- 12/1/26 Cornhole Christmas Holiday Party
(Social Event)
Early Bird Registration Opens Soon!
- 4/1/27 IFMA Phoenix Trade Show 2027
Event Teaser Flyer Coming Soon To Your Inbox!
- June TBD Phoenix Rising IFMA Excellence Awards & State of the Chapter
(Social Event)
- TBA Arizona Government Facilities Alliance [AGFA] Quarterly Meetings
(Diamond Only)



Social Events & Happy Hours



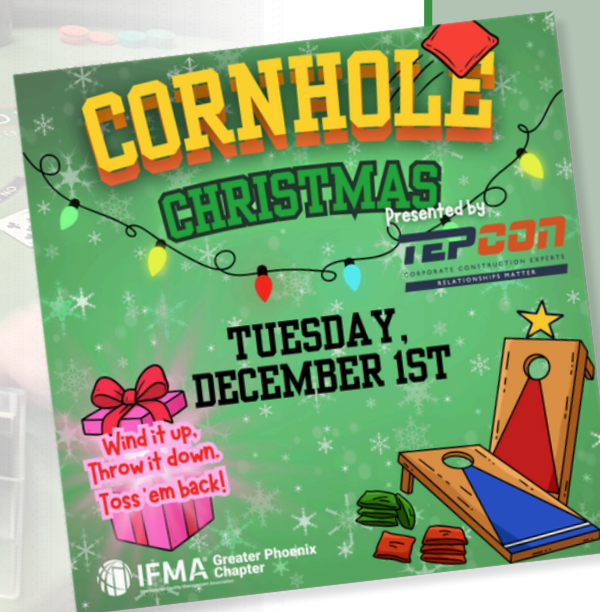
The Social Events Committee
announces a Pop-up
Happy Hour or two per year!

HOLIDAY PARTY

**Save the Date!
December 1st!!**

Sign up during Early
Bird to get the most
savings.

**Platinum & Diamond
have Designated
Holiday Party Ticket
Benefits.**



PHOENIX RISING

Details Coming Soon!

Attendance to this event
is highly encouraged for
our Annual Sponsors to
receive their Award of
Appreciation.

**Platinum & Diamond
have Designated Phoenix
Rising Benefits.**



Elect to use your Social Events Sponsorships or Tickets for the Holiday Party or Phoenix Rising!



Charity Golf Tournament & Trade Show



CHARITY GOLF

**Tee Boxes & Foursomes
Sell Out Every Year!**

The Golf Tournament opens up
based the following priority:

1. **PreSale** - Prior Year Participants
2. **Early Bird** - Annual Sponsors & General Audience

**Gold, Platinum & Diamond
have Golf Benefits.** (Pending
availability after PreSale ends.)

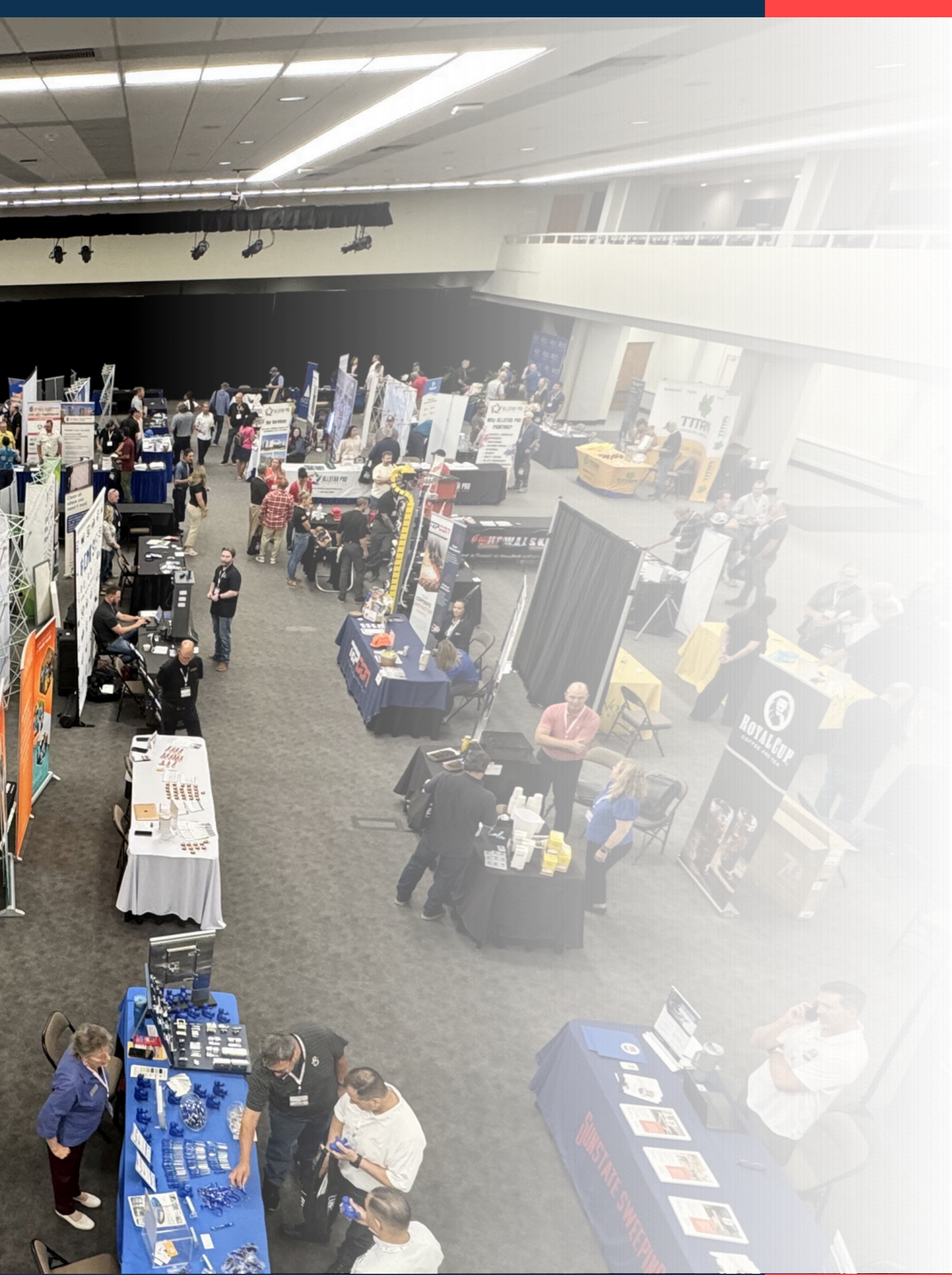
TRADE SHOW

Bigger & Better in 2027!

In order to participate in
Trade Show
Sponsorships, companies
are also required to
Exhibit during the event.

**All Sponsor Levels
include Trade Show
Booth Benefits.**





Sponsorship In Action

How to Use Your Benefits

Chapter Website



AWARDS of Excellence

Large Chapter of the Year 2025

ABOUT

EVENTS

MEMBERSHIP

STUDENT CHAPTER

SPONSORSHIP

RESOURCES

CONTACT

|









August 2026 Member Meeting

High-performing buildings don't happen by accident!

31

Days

10

Hrs

1

Min

22

Sec

REGISTER



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How to Use Your Benefits (Cont.)

Redeeming Vouchers



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August 2026 Member Meeting

High-performing buildings don't happen by accident!

31

Days

10

Hrs

1

Min

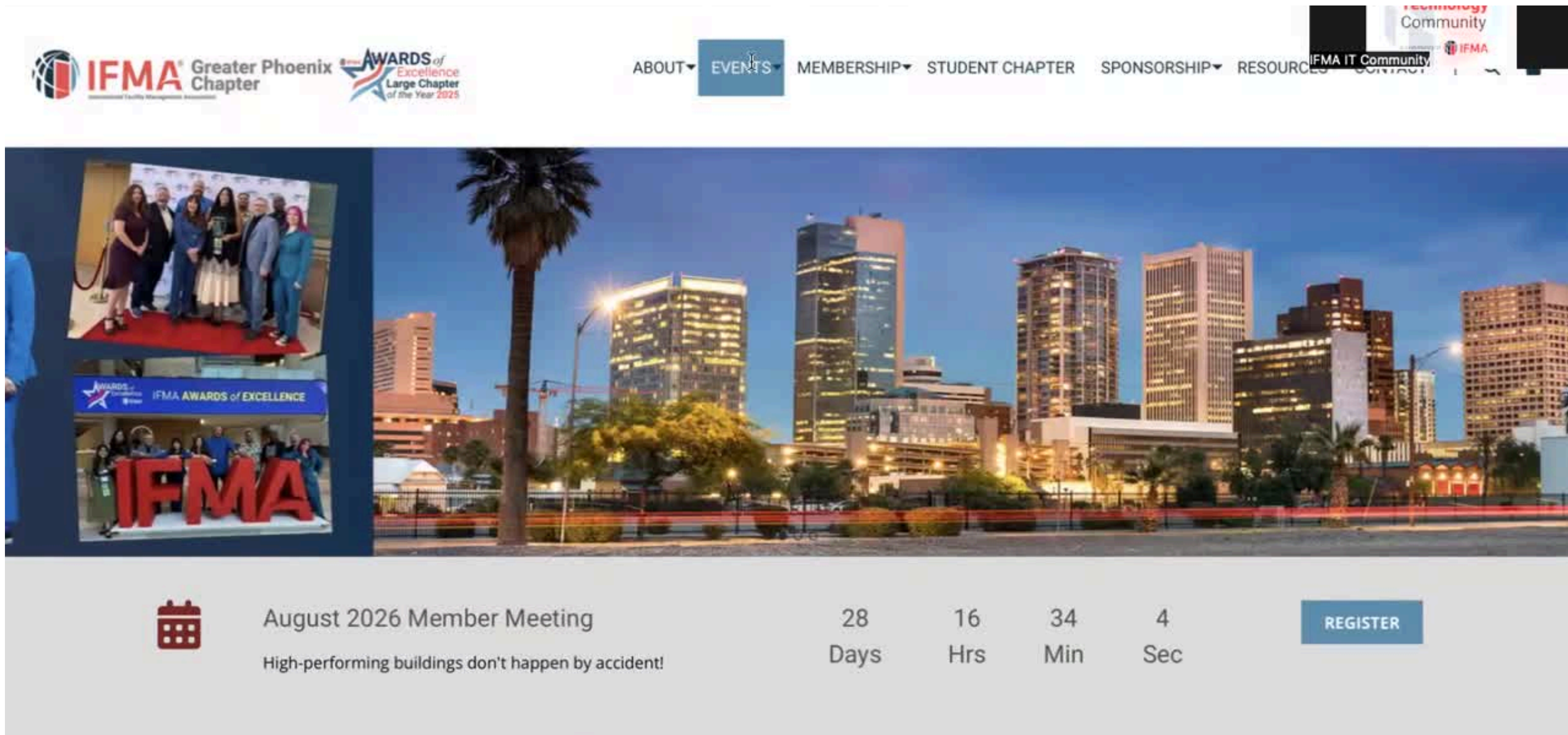
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REGISTER

How to Use Your Benefits (Cont.)

Redeeming Vouchers



The screenshot displays the IFMA Greater Phoenix Chapter website. The header includes the IFMA logo, the chapter name, and a navigation menu with links for ABOUT, EVENTS, MEMBERSHIP, STUDENT CHAPTER, SPONSORSHIP, RESOURCES, and CONTACT. A banner image features a group photo of award winners and a city skyline at night. Below the banner, a registration section for the 'August 2026 Member Meeting' is shown, including a calendar icon, the event title, a description, a countdown timer, and a 'REGISTER' button.

IFMA Greater Phoenix Chapter

AWARDS of Excellence Large Chapter of the Year 2025

ABOUT EVENTS MEMBERSHIP STUDENT CHAPTER SPONSORSHIP RESOURCES CONTACT

IFMA IT Community

IFMA AWARDS of EXCELLENCE

IFMA

August 2026 Member Meeting

High-performing buildings don't happen by accident!

28 Days 16 Hrs 34 Min 4 Sec

REGISTER

Sponsorship Info Kit & Resources

2026-27 Event Calendar with Dates & Deadlines

Sponsor Logo & Contact Flyer Information

Marketing Content Specifications for Sponsor
Ad Campaigns

Committee Contacts

[Sponsorship Flyer](#)



Best Practices to Maximize ROI

Take the Leap

Are You Showing Up?

1

Attend Member Meetings.

Are You Participating At Your Committed Level?

2

Use Benefits & Submit Sponsor Assets On Time.

Are You Focused On Building Relationships Over Selling?

3

Become an IFMA, Industry, & Solutions Specialist beyond your company's offerings.

Are You Exploring Additional Opportunities That Align With Your Goals?

4

Participate in a variety of events from Educational, to Career Development and Community Outreach.

Are You Consistently Trustworthy & Accountable?

5

A Great Reputation Leads to a Lifetime of Referrals!

Stay Informed & Connected

QUESTIONS ABOUT
A SPECIFIC EVENT
UNRELATED TO
SPONSOR BENEFITS?



CONTACT EVENT
COORDINATING
COMMITTEE, NOTED
ON THE EVENT'S PAGE.



IFMA HQ: Membership Dues Renewal
IFMA.ORG



KATHLEEN: Chapter Website Support & Invoicing
ADMIN@IFMAPHOENIX.ORG



KRISTY: Sponsor Ad Campaign Manager
MARKETING@IFMAPHOENIX.ORG



STEPHANIE: VP Communications & Community
STEPHANIE.JONES@AUS.COM



CHAIRS: All Annual Sponsor Benefits & Timeline Follow Up
SPONSORSHIP@IFMAPHOENIX.ORG TRADESHOW@IFMAPHOENIX.ORG



Questions & Open Discussion

