



IFMA[®] Greater Phoenix
Chapter
International Facility Management Association

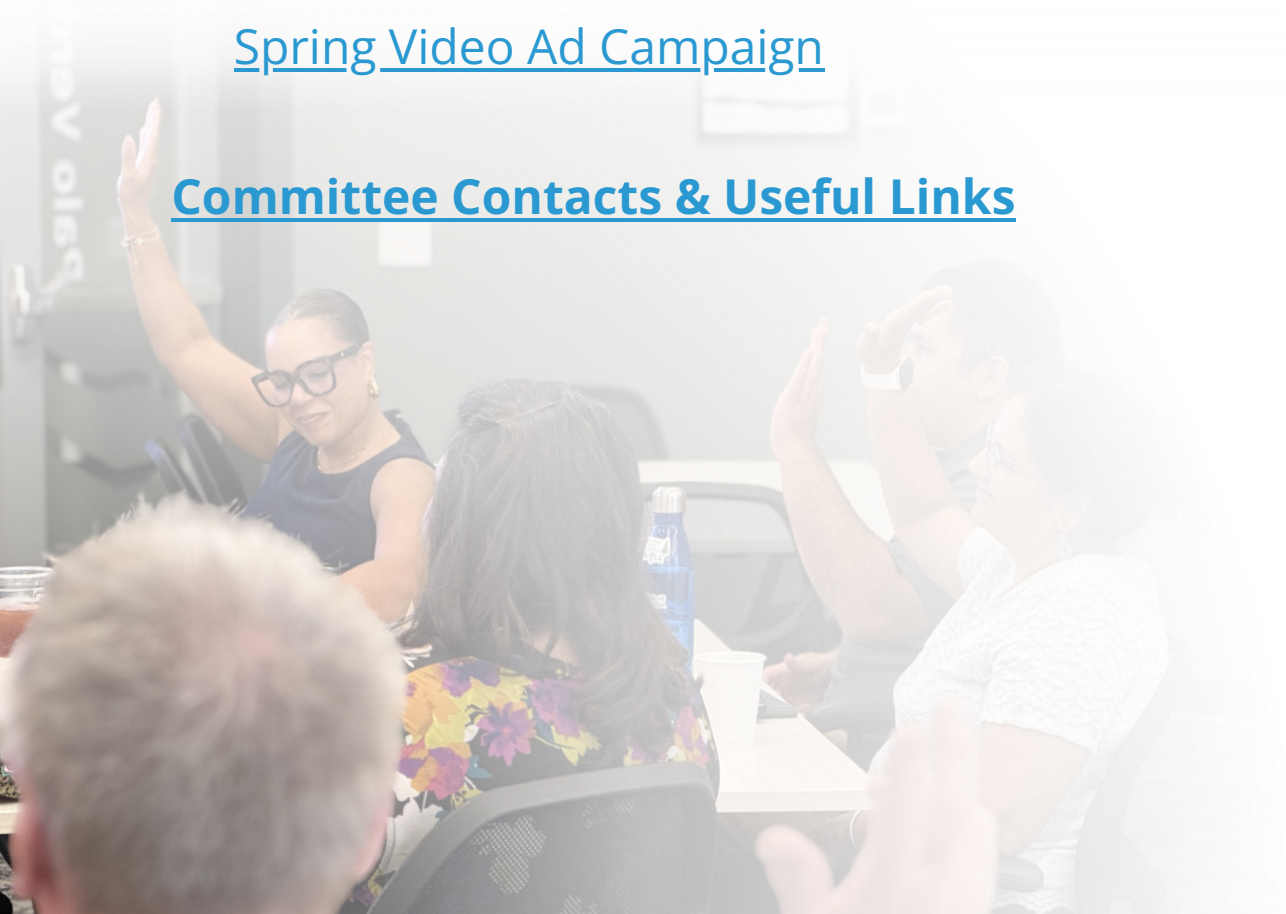
Sponsorship Info Kit

Quick Reference Guide To Your
IFMA Greater Phoenix Annual Sponsorship

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Table of Contents

<u>2026-27 Event Calendar</u>	3
<u>2026-27 Important Dates & Deadlines</u>	4
<u>Logo Recommendations</u>	5
<u>Sponsor Contact Flyer</u>	5
<u>Sponsor Ad Campaign Spec. Guide</u>	6-7
<u>Fall Static Ad Campaign & Examples</u>	6
<u>Spring Video Ad Campaign</u>	7
<u>Committee Contacts & Useful Links</u>	8



2026-27 Event Calendar

This Event Calendar is a guide for sponsors to support the planning of their engagements and benefit usage throughout the year. This guide specifically calls out when sponsor event access opens, the ad campaigns schedule and live event months.

For specific dates or deadlines, review the [IFMA Greater Phoenix Chapter Events Page](#) or refer to the [Committee Contacts](#) (page 8).

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

2026-27 Important Dates & Deadlines

The below reflects any dates or deadlines our sponsors should flag for importance. Any events not officially published on the chapter website may see changes to the dates below.

Monthly Member Meetings *usually* occur the second Wednesday of the month with Registration Deadline being the Friday before the meeting date. Any registrations after Friday will be subject to late fees (**keeping in mind that late fees are not covered by the voucher**).

2026-27 Chapter Sponsor Schedule	
July 1, 2026	Annual Chapter Sponsor Program Start
July 28, 2026	Sponsorship Education Webinar
July 31, 2026	Education Class Meal Sponsorship Sign-Up Deadline
August 3, 2026	Holiday Party Sponsorship Opens
August 3, 2026	Sponsor Static Ad Campaign Outreach Begins
September 8, 2026	Trade Show Sponsorship Pre-Sale Opens
September 18, 2026	Sponsor Static Ad Images Deadline
November 6, 2026	Charity Golf Tournament
December 1, 2026	Holiday Party: Cornhole Christmas
January 4, 2027	Phoenix Rising Sponsorship Opens
January 11, 2027	Sponsor Video Ad Campaign Outreach Begins
February 1, 2027	Charity Golf Pre-Sale Opens
February 12, 2027	Sponsor Video Ad Images Deadline
April 1, 2027	2nd Annual Trade Show
May TBD 2027	Sponsor Appreciation Event
June TBD 2027	Phoenix Rising IFMA Excellence Awards
June 15, 2027	2027-28 Annual Chapter Sponsor Invoices Due

Logo Recommendations

As a chapter sponsor, your company's logo will appear in a variety of places throughout the 2026-27 year. Our Chapter Administrator, [Kathleen Severson](#), has likely already collected your company's logo for publication to the website as well as for our Annual Sponsor Banner.

As the year progresses, there may be additional uses of your logo. For the best quality please use the specifications below.

- **Logo Orientation:** Both Stacked & Horizontal (if available)
- **No Background**
- **300 dpi** (Website Req.)
- **PNG File Type**
- **1:1 Ratio [1080x1080 px]** (other)



HORIZONTAL LOGO



STACKED LOGO

Sponsor Contact Flyer

Every year our chapter sends out a Sponsor Contact Flyer to all of our members. They are distributed via email in the Fall and are printed with the Trade Show program.

Please make sure you have submitted the required information for inclusion in this year's flyer. If you have not already provided these details, share via email to the [Sponsorship Committee Chairs](#) at your earliest convenience. Include the following:

- **Company Name**
- **Company Point of Contact Name** (Preferably the person who is also a chapter member)
- **Point of Contact Phone Number**
- **Point of Contact Email Address**
- **Company Website Link**

Sponsor Ad Campaign Spec. Guide

As part of your Annual Sponsorship Benefits, our chapter will feature two different ad campaigns, one in the fall and one in the spring, to promote your business and partnership.

Below are the specification requirements for each of these campaigns as well as best practices for value proposition and audience engagement.

Fall Static [Still Graphic] Ad Campaign

OCTOBER LAUNCH

Starting with our Diamond Sponsor, beginning the first week in October, we will begin running the Static Ads. We want your ads to get attention as much as you do! Here are a few things to keep in mind when designing your ads:

- **Tie-in an upcoming event you may be involved in** (Golf Tee Box Sponsor/Holiday Party Sponsor)
- Use rich, high contrast backgrounds
- Use 80/20 rule: 80% Information/Education, 20% Logo/Contact/Call to Action
- Final Check–Ask, *Where Do The Eyes Go?*

DEADLINE
9/18/2026

- Portrait Orientation
- 4:5 Aspect Ratio
- 1080x1350 pixels

What to avoid:

- Entirely AI Generated Graphics
- Too Much Text
- White/Light Grey Backgrounds

Fall Static Ad Campaign Examples



Sponsor Ad Campaign Spec. Guide (Cont.)

Spring Video Ad Campaign

MARCH LAUNCH

We have elected to request all video be in a Portrait (Vertical) Orientation this year. This aspect ratio is favored more heavily on mobile and organic feeds.

Similar to the fall, the spring Video Ads begin the first week in March. In addition to the above best practices shared previously, also consider:

- **Upcoming events for this time of year** (Trade Show & Phoenix Rising)
- Silent Viewers—80% of users watch videos on mute, consider adding captions
- Speak slowly and clearly—reshoot as much as you need

DEADLINE
2/12/2027

- Portrait Orientation
- 4:5 OR 9:16 Aspect Ratio
- 1080x1350 OR 1080x1920 pixels

What to avoid:

- Noisy Environments or Mic Interference
- Too Close Camera Angles/Missing Parts of Face or Shoulders



Video Content Requirements will be outlined by the Sponsorship Committee when outreach begins.

Committee Contacts & Useful Links

Membership Dues Renewal Questions

IFMA HQ.....ifma@ifma.org

Chapter Website Support & Invoicing

Kathleen Severson.....admin@ifmaphoenix.org

CHAPTER ADMINISTRATOR

Sponsor Ad Campaign Manager

Kristy Schlesselman.....marketing@ifmaphoenix.org

CHAPTER MARKETING COORDINATOR

All Annual Sponsor Benefits & Timeline Follow Up

Samantha Perkowski.....sponsorship@ifmaphoenix.org
& Nickol Shaffer.....tradeshow@ifmaphoenix.org

SPONSORSHIP COMMITTEE CHAIRS

Alternate Sponsorship Committee Contact

Stephanie Jones.....stephanie.jones@aus.com

VP COMMUNICATIONS & COMMUNITY

2026-27 Sponsorship Flyer



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[IN/IFMA-GREATER-PHOENIX](https://www.linkedin.com/company/ifma-greater-phoenix) 