2020 SPONSOR MEDIA KIT

A PROFESSIONAL ASSOCIATION FOCUSED ON ADVANCING AND PROMOTING THE FM COMMUNITY.
A BIT OF HISTORY ABOUT OUR CHAPTER

IFMA Greater Toronto & South Central Ontario Chapter is a professional development organization belonging to the International Facility Management industry.

We are the 4th largest IFMA Chapter in the world. Uniquely, we are the only organization in the GTA or Canada with specific focus on the Facility Management industry. We are a local source providing exclusive, first-hand information surrounding Facility Management education, giving you a fast-tracked and direct connection to our Association's vast resources.

Our Mission is to advance and support the practice of Facility Management serving Greater Toronto and South Central Ontario.

Our Vision is to serve as the recognized resource for Facility Management, serving Greater Toronto and South Central Ontario.

WHY SPONSOR OUR CHAPTER?

IFMA Greater Toronto & South Central Ontario Chapter's goal is to bring the Facilities Management community together for knowledge sharing, networking, and to stay current within the industry.

Our events are led by a diverse group of industry professionals to ensure representation of the needs of the community. Sponsorship of our Chapter will get your brand in front of current and potential Members, giving you the opportunity to showcase your products and services while exhibiting your support and dedication to the Facilities Management community.
MEET OUR EXECUTIVE BOARD

BERNICE LILLEY
President

KAT KARASYOVA
Treasurer & Secretary

K PAEZ
VP, Communications & Membership

NICK HEIBEIN
Past President

SARAH CLARE
VP, Programming & Education

MARIA SHTEMBERG
Chapter Administrator
ENCOURAGE STRONGER BRAND AWARENESS & RECOGNITION AS A VALUED PARTNER

Our social media and online presence has increased, allowing us to leverage robust platforms to broadcast our Sponsor’s message to more followers and subscribers than ever before.

Demonstrate your commitment to the Facilities Management industry by becoming a Chapter Sponsor and join a growing number of organizations that are already Sponsors.
**OUR AUDIENCE DEMOGRAPHIC**

**SENIORITY LEVEL**
- Owner
- Senior Leadership
- Director
- Manager
- Entry

**MEMBERSHIP CERTIFICATION**

30% of our Members are certified practitioners

**JOB FUNCTIONS**

- Sales 14.6%
- Business Development 13.6%
- Real Estate 9.7%
- Engineering 6.8%
- Other 15.5%
- Operations 39.7%
INTERESTED IN BECOMING A CHAPTER SPONSOR?

Partner with Canada's largest IFMA Chapter, and join us on our mission to strengthen the quickly developing industry of Facility Management; let's build our future together!

"OUR MISSION TO ADVANCE AND SUPPORT THE PRACTICE OF FACILITY MANAGEMENT GUIDES EVERYTHING WE DO."

Our Sponsorship Program makes networking easy! We can help maximize your exposure through promotion and give you that extra platform where you can communicate the benefits and capabilities of your product, services and team.

If your organization is interested in becoming a Chapter Sponsor, please review this kit and use the form attached to select which Sponsorship option best suits your needs.

For more information, please contact:

Kat Karasyova, Chapter Treasurer & Sponsorship
Phone: 416.402.1460
Email: sponsorship@ifma-toronto.org
<table>
<thead>
<tr>
<th>SPONSORSHIP LEVELS</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
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<td>$3500</td>
<td>$2500</td>
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<td>Sponsorship recognition on Chapter’s website</td>
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<td>Sponsorship recognition at Premier and Regular Events via IFMA’s presentation or video</td>
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<td>Spotlight on one (1) email blast to all IFMA Greater Toronto &amp; South Central Ontario Chapter newsletter subscribers</td>
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<td>Complimentary tickets to any one (1) Regular Chapter Event*</td>
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<td>Association Membership(s) including our local Chapter</td>
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<td>Eligibility to Sponsor a Regular Event**</td>
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<td>Eligibility to Sponsor a Premier Event***</td>
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*Not including Premier Events - April Leadership, Golf, and Silent Auction Gala
**Sponsorship dependent on availability. Event Pipeline to be sent out at the beginning of the year.
***Sponsorship dependent on availability. Eligible and interested Sponsors to participate in a draw and announced during Silent Auction for the following year's Premier Events.
CHAPTER SPONSORSHIP BENEFITS

- **Sponsorship recognition on Chapter's website.**
  - Prominent logo recognition on our homepage.
  - Logo on Chapter's Sponsorship page linked directly to company website.
  - Short bio provided by sponsor (150 characters max).

- **Sponsorship recognition at Premier & Regular Events via presentation or video.**
  - All events where AV is available will feature a presentation including recognition of all Chapter Sponsors by IFMA Great Toronto & South Central Chapter.

- **Spotlight on one (1) email blast to all IFMA Greater Toronto & South Central Ontario Chapter newsletter subscribers.**
  - Sponsor Spotlight within one (1) regular monthly newsletter within 3 months of confirmation of Sponsorship or renewal.
  - Display logo, link to website and 150 character bio.

- **Complimentary tickets to one (1) Regular Chapter Event (Excluding Premier Events). Based on Sponsorship level and available upon request.**
  - Sponsors will be provided free tickets to guests of their choice to attend Social/Networking Events or a Facility Tour (Please refer to the previous page for qty based on sponsorship level).

- **Association membership including our local Chapter.**
  - Selected Member(s) of your organization will receive a complimentary annual membership to IFMA and the Greater Toronto & South Central Ontario Chapter. (Please refer to the previous page for qty based on sponsorship level).
EVENT SPONSORSHIP

BENEFITS

- **Eligibility to Sponsor a Premier Event (PLATINUM SPONSOR)**
  - Exclusive branding as Sponsor of a Premier Event.
  - Logo included in all event collateral including website Event Page, Sponsor Section (with web link).
  - Logo included in print (brochure, flyers, etc.) and digital campaigns including Chapter newsletter and other media outputs - LinkedIn, Instagram, Twitter and Facebook.
  - Chapter support of Sponsor-created e-blasts, sent by Sponsor, promoting Sponsor’s involvement in the event (our Communications Team will work with Sponsor representative in providing Chapter branding and approval of materials prior to distribution).
  - Official recognition from Chapter Board Representatives during opening remarks.
  - Opportunity for a Senior Representative to give a brief address (5 minutes) during opening remarks (our Communications Team will assist in reviewing the talking points prior to the event).
  - Option to display a branded banner within the event space.
  - Option to insert branded swag in attendees’ gift bags.
  - Logo and coverage of Sponsor’s Premier Event involvement to be included in the post-event promotion.

- **Eligibility to Sponsor a Regular Social Event or Facility Tour**
  - Official recognition from Chapter Board Representative during opening remarks.
  - Logo included in all event collateral including website Event Page, Sponsor Section (with web link).
  - Logo included in print (brochure, flyers, etc.) and digital campaigns including Chapter newsletter and other media outputs - LinkedIn, Instagram, Twitter and Facebook.
  - Chapter support of Sponsor-created e-blasts, sent by Sponsor, promoting Sponsor’s involvement in the event (our Communications Team will work with Sponsor representative in providing Chapter branding and approval of materials prior to distribution).
  - Option to display of branded banner within the event space.
  - Option to insert branded swag in attendees’ gift bags (when applicable)
  - Logo and coverage of Sponsor’s Regular Event involvement to be included in the post-event promotion.
THANK YOU!

Contact us at sponsorship@ifma-toronto.org