

# FOUNDATION

## Can We Count on You for Your Support?



Little did I know when I began my adventures in the festival world, the education the International Festivals and Events Association provides would be the main reason for the success the organizations would experience. Looking back through the years, I am humbled by the impact. Let me share just a few changes we learned through the conferences, webinars, books, industry products, magazines, CFEE program and of course, the connections we would make.

Through the knowledge obtained in IFEA we were able to create numerous new events to our festival, add accountability to the concessions, create measureable effective marketing pieces, send out efficient RFP's, implement sponsorship levels with benefit consistent benefit packages, increase our in-kind sponsorship over 1600 percent and quadruple our cash sponsorship. We were able to double the number of stages, expand our event from three days ending at 6:00 p.m. to four days with the event closing at 10:00 p.m., giving us insurance if Mother Nature reared her ugly head. In working with IFEA member professionals, we were able to be proactive in getting our event grandfathered for city assistance for the future. The city helped us learn, obtain mobile units for the event, discover ways to partner with local colleges to execute effective surveys and helped provide service of our website and IT needs.

IFEA plays an instrumental role in educating event professionals. The Annual Convention is packed with topics on how to be a better event manager and the online educational Webinars, hosted by industry leaders, offer topics that are important to the workings of your organization. The Expo at the Convention features event specific prod-

ucts. And, the unconventional way of learning facilitated by the environment of the Convention is achieved by the exchange of ideas outside of the meeting rooms or in the hospitality suite. The connections you make are resources you can utilize throughout the year that can be an instrumental success to your own organization's success along with your personal career.

What can you do to be sure IFEA will continue to play a major role in educating event professionals in new ways for our industry?

### 1. Get involved with the IFEA Foundation

The IFEA Foundation helps to support the mission and vision of the IFEA by providing financial support that allows the organization to fulfill its educational goals, goals which further ensure the quality of both the events and the professionals who make up our unique industry. Last year the Foundation granted 15 scholarships to the Annual Convention.

### 2. Save the Date

Save the Date in your calendar to attend the IFEA Foundation Night Auction & Party. The IFEA Foundation Auction allows you to be a part of that support, with a unique opportunity to bid on one of a kind package, including travel, products, services, VIP event experiences and much more.

The Foundation Night Auction & Party is the largest fundraiser for the organization. It will take place on Tuesday, September 22 in Tucson, Arizona. The monies raised will guarantee that IFEA will be in the forefront to help educate its members on the new ways to help promote and execute events into the future. Save the date in your calendar to

attend the Auction Night Party, September 22, 2015 in Tucson, Arizona.

### 3. Donate Auction Items

One of the many highlights of this event is the unique auction items that have people buzzing around the auction tables and discussing the rest of the Convention. What can you donate to the auction you ask? Well, what would you buy? How about unique things to give as gifts for friends and family of ALL ages--yes, don't forget the kids! Experience packages, jewelry, art, electronics, something unique from your community or state, collectibles, hobby related items and hard to get tickets and/or in demand items. The ideas are truly endless!

We encourage you and/or your organization to donate and we thank you for joining the effort to help keep IFEA in the spirit of its mission "to inspire and enable those in our industry to realize their dreams, build community and sustain success through celebration."

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For more information about the IFEA Foundation Night Party & Auction and also donating an auction item, Click Here. <http://www.ifea.com/p/about/foundation/fundraising/annualauction>

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