



International Festivals & Events Association  
**IFEA World**

# IFEA Sponsor Summit

Sponsorship is the fuel for the festival and events industry engine. Strengthen the partnerships you have built with your festival's sponsors by hosting an IFEA Sponsor Summit. When sponsors have to make difficult resource allocation decisions, they will remember the sponsor properties that gave them the tools and ideas they need to gain even greater value from their sponsorship investment.

## **EASE AND CONVENIENCE**

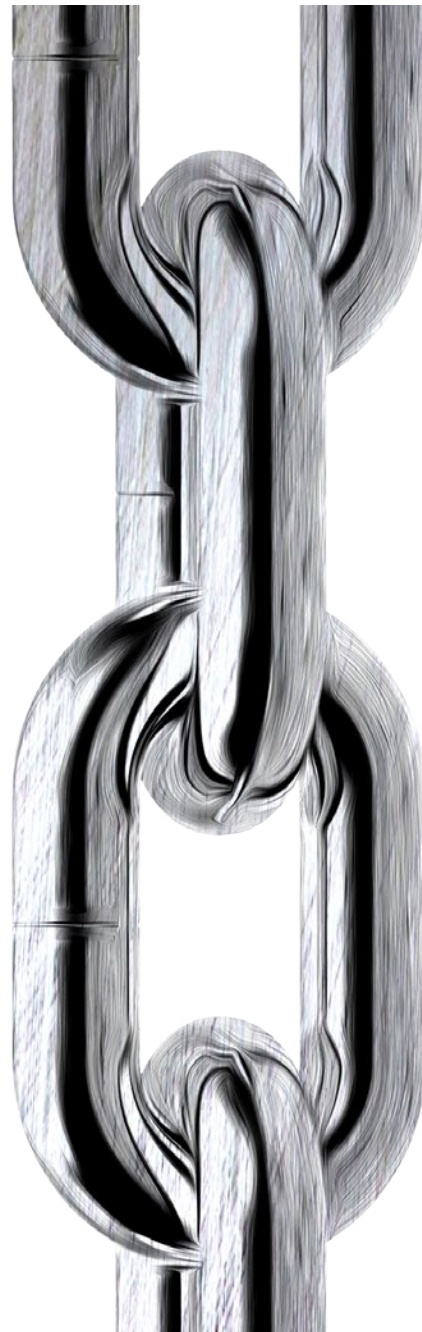
IFEA provides everything you need to host a Sponsor Summit, including invitation templates, wrap-up materials and host implementation strategies and timeline. Sylvia Allen is your IFEA moderator and she facilitates the Summit. Through innovative ideas and participatory activities, Sylvia motivates the sponsors and opens their eyes to new and different ways to maximize their participation in your festival or event. The day concludes with Speed Sponsorship where everyone discovers how to work with each other thereby increasing the value of their partnership with you.

## **SPONSOR TAKE AWAYS**

- Scores of new ideas and strategies to better activate their sponsorship.
- An increased awareness of non-cash assets that can be harnessed to add impact to the sponsor/event partnership.
- Chance to explore business-to-business and cross-promotional opportunities with fellow event sponsors.
- Proven techniques to measure sponsorship efficiency and sales increases.

## **PROGRAM COST**

\$2,500, plus moderator travel-related expenses. The host event will provide the venue and basic AV equipment and is responsible for any food and beverage or entertainment functions related to the Sponsor Summit as designed and desired for your event.



To set up a Summit or for more information about this valuable IFEA program, please contact:

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