

IFEA

# SPONSOR FORUM

PROFITABLE IDEAS FOR SPONSOR GROWTH

Looking for new ideas to enhance your existing sponsorship relationships and bring new sponsors to the table? Hosting a Sponsor Forum, a newly-launched service of the International Festivals & Events Association (IFEA), can help your event move its sponsorship program to the next level of productivity.

IFEA will provide you a turn-key product to host a sponsor forum for your event that is affordably priced and requires a minimal investment of time to produce.

## YOU WILL RECEIVE:

- Invitation templates and host implementation timelines and strategies.
- An IFEA-trained Sponsor Forum moderator for one day of on-site presentation of our customized training program and networking activities.
- Suggestions for add-on components to add value and build attendance by sponsors.
- Wrap-up correspondence templates and a checklist for follow-up activities to boost renewal and gain additional sponsor buy-in.

**Investment:** \$2,000, plus related moderator travel expenses. The host event will provide the venue and basic AV equipment and is responsible for the arrangement of all food and beverage or entertainment functions related to the Sponsor Forum designed for their event.

## IFEA SPONSOR FORUM BENEFITS

- Help your sponsors learn new ways to activate their sponsorship, increasing exposure and direct sales opportunities.
- Brainstorm ideas for non-cash assets that sponsors can bring to the table to leverage their investment and add value to your event.
- Facilitate business-to-business relationships among your sponsors and create cross-promotional programs.
- Demonstrate methods to measure sponsorship efficiency and sales increases.
- Boost renewals by providing sponsors greater buy-in to your event and the business relationships you can provide.
- Thank sponsors by providing an internationally-endorsed learning tool, networking platform and business builder rolled into an entertaining and results-focused half day.



Hosting an IFEA Sponsor Forum was a tremendous investment for BorderFest, which paid off through increased sponsorship commitments, new partnerships and a greater understanding by our sponsors on how to be part of our event. We will definitely do it again!

Joe Vera, III, CFE

BorderFest Association

Three-time IFEA/Haas & Wilkerson Insurance Grand Pinnacle Award Winner; IFEA/Festival Media Corporation Sponsorship Success Award Winner; IFEA Hall of Fame Inductee

## FOR MORE INFORMATION ON BOOKING YOUR SPONSOR FORUM DATE CALL:

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