



International Festivals & Events Association
IFEA World

IFEA Sponsorship Audit

Are you getting the most out of your sponsorship program? Is your sponsorship program performing at its peak or could it be strengthened? Have you identified and valued all of your sponsorable benefits and assets; or is their valuable 'real estate' going untapped? Have you been so busy recruiting, servicing and retaining the sponsors you have that you haven't had time to step back and evaluate your overall sponsorship program to see if there is room for improvement? If all of these questions have left you with even more questions, it may be time for an IFEA Sponsorship Audit!

EASY, COMPLETE AND CREDIBLE

With IFEA's Sponsorship Audit, a sponsorship expert will spend a full day with you, on site, analyzing and evaluating your available sponsorship opportunities, your sponsorship sales materials, your property assets and all aspects of your sponsorship program and processes to ascertain where it is working for you, where and how it can be improved, and how it could ultimately provide greater impact on your bottom-line.

AUDIT RESULTS

At the conclusion of the audit, our sponsorship evaluator will present both written and oral recommendations on how to enhance your property's sponsorship revenue stream through improved ROI and dollar-valuations of your benefits and packages.

PROGRAM INVESTMENT

IFEA Member Rate:

\$3,500 plus approved evaluator travel-related expenses.

Non-IFEA Member Rate:

\$5,000 plus approved evaluator travel-related expenses.



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

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