

Take Advantage of IFEA's Professional Products and Services



In response to the current changing industry marketplace, the IFEA has created a menu of cost-effective new programs and resources that can help your event or organization succeed even in turbulent times. With IFEA as your partner you can rest-assured that you have a recognized and credible partner who uniquely understands your challenges, needs and your budget! Best of all, as the global leader in our industry, the IFEA has unique access to the top professionals in our field, who make up our team based upon the specific needs of each project.

Take a moment to consider how you could maximize your return by using the following IFEA professional products and services:

ECONOMIC IMPACT STUDIES

In uncertain times, we must often remind those whose support we depend upon, of the important economic and social value that our festivals and events bring to the communi-



ties we serve. Having a credible and current economic impact study can do just this, in addition to increasing credibility with stakeholders, providing quantified data to sponsors, presenting reliable data to base future marketing and programming decisions and much, much more.

Unfortunately, this critical resource, especially with credible credentials, is often financially out of reach for most events even in a good economic environment. Recognizing this, the IFEA has created a cost effective, industry credible program to provide Economic Impact Studies at a budget-accessible investment.

Easy, Complete and Credible

IFEA will work with your event to compile pertinent data necessary to interpret local data and provide a written Economic Impact Summary Report within 5 weeks of your event's conclusion. (See complete program description for full details.)

Program Investment

The investment for an IFEA Economic Impact Study is \$5,000, plus any direct (and approved) travel and study related expenses. Special circumstances, multiple events, etc. may affect the final investment

SPONSOR SUMMIT

In uncertain times, only the strongest business relationships survive. 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. An IFEA moderator will facilitate the Summit using our training program and networking activities that are filled with innovative activation ideas, successful case studies and customized networking activities.

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

\$2,000, 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

"The Sponsor Summit was a great way for us to introduce our entire line-up of festivals to our sponsors and help them gain ideas on how to get a bigger bang for the buck. As a result, a sponsor of one of our events decided to also sponsor another event we produce, expanding a mutually beneficial partnership."

Kyle Conway
Director of Partnership
Grapevine Convention
& Visitors Bureau

functions related to the Sponsor Summit as designed and desired for your event.

ON-SITE CONSULTATION/ PROJECT TEAMS

Whether you are a community looking to create an all-new event; a tourism bureau or organization looking for guidance on policy creation or fulfillment; an event looking to upgrade your children's area or add a parade; a board looking to turn-around a faltering event; a corporation looking to create an event sponsorship assessment system; a municipality trying to build an event management department or guidelines; or any other unique need that you may have; the IFEA can put together a customized and cost-effective team of leading industry experts to meet your needs. Call us and let's talk about how we can help you meet your challenges... whatever they may be.



Program Cost

Prices will be quoted based upon the scope of each project and will include any necessary travel-related expenses and materials.

TRAINING PRESENTATIONS

Continued education and learning is the cornerstone of any successful event, but the cost to bring your entire staff and key volunteers to multiple training events can be prohibitive. Let the IFEA bring its educational offerings straight to your front door with its new line of educational workshops and presentations. Each of our wide range of industry topics is designed as a stand-alone presentation, but can be combined with others to provide a comprehensive and customized day(s) of training. The IFEA staff will work with you to assess your education needs and tailor a customized curriculum to take your organization to the next level, without ever leaving home.



Customize a program specifically for your staff and volunteers or partner with neighboring communities and events to share costs on a regional program.

Host Responsibilities

- Venue for the training event.
- Any required/desired food and beverage.
- Travel-related expenses for speaker(s).
- Marketing cooperation.

IFEA Responsibilities

- Marketing support for your program using our extensive database, as desired.
- Speaker selection and curriculum development support.

Program Cost

The cost of a customized training event is \$2,500 for a half day and \$5,000 for a full day, plus any speaker travel-related expenses.

PROFESSIONAL FACILITATION SERVICES

Would you like your festival/event/organization to...

- Achieve organizational clarity?
- Define actionable priorities?
- Create a sustainable strategic vision?
- Build better partnerships and enhance teamwork?

If you answered yes to any of these questions then your event is a star candidate for IFEA's Professional Facilitation Services! Let the IFEA provide a trained facilitator for your next board retreat, community visioning exercise or team-building event. You define the agenda, involved stakeholders and timeframe and an IFEA facilitator develops the methodology and provides the objectivity to lead your group through productive discussions to yield the desired outcomes.



Program Cost

The cost of Professional Facilitation Services is \$1,000 per day, plus travel-related expenses. Additional research required prior to the event will be billed at a cost of \$100 per hour.

MATERIALS REVIEW

Perspective (per speaker) – the ability to see things in a true relationship.

Event planners face constant deadlines to sell sponsorships, direct operations, conduct marketing campaigns, inspire volunteers and manage budgets, leaving little time for the creative process. Sometimes all we need to speed along or enhance a project is some fresh perspective.

IFEA's new Materials Review service offers you that fresh perspective by conducting a professional peer review of any materials or programs that you may be developing. Simply send us your draft copy and we will review it with a team of experienced industry profession-



als, make suggestions and recommend relevant resource materials.

What Can We Review?

- Brochures and other Printed Collateral Materials
- Websites/online Marketing Campaigns
- Sponsorship Solicitation Materials/Proposals
- Operations Guidelines
- Volunteer Manuals
- Employee Manuals
- Requests For Proposals
- Or simply call us and ask!

Program Cost

Prices will be quoted based upon the scope of each project. Please allow 30 days for the completion of the review.

PHONE CONSULTATION

Membership in IFEA has always meant that help is only a phone call away and our new Phone Consultation Service is broadening the scope of on-demand expertise available to you. IFEA has assembled a team of leading event specialists that are available to provide advanced phone consulting for virtually any need you may have.

Of course, IFEA is still available on a daily basis to answer your general questions and guide you to available resources at no cost. Our Phone Consultation Service is designed to meet your more advanced needs and to deliver the best personalized advice in the industry when you need it.



Program Cost

An IFEA Phone Consultation package provides 10 hours of pre-paid advanced telephone support for \$1,000. The 10 hours must be used within one year of the date of purchase and can be used in half-hour increments. After conducting an initial needs interview an IFEA staff member will schedule your first (and subsequent) phone consultation(s) with qualified industry experts that can answer your specific questions and provide solutions for those needs.

GETTING STARTED

For more information about any of the above or other IFEA programs and services, please contact one of our Business Development Directors:
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