



RAISE A GLASS, RAISE A BID, RAISE THE BAR

CELEBRATE, SUPPORT AND SHAPE THE FUTURE OF OUR INDUSTRY

As we prepare for a major milestone in our industry, I'm delighted to invite you to join us this fall in Palm Springs for the [IFEA's 70th Anniversary Convention & Expo](#). For seven decades, the IFEA has brought together passionate, creative, and committed professionals who shape the global landscape of festivals and events. This year, we celebrate that extraordinary legacy and—more importantly—look ahead to the next chapter we will build together.

One of the most meaningful aspects of Convention week is the opportunity to give back to the industry that has given so much to each of us. I want to take a moment to highlight two long-standing and impactful traditions that support the IFEA Foundation's mission: the Online Auction and the Ultimate Festival & Event Experience Drawing.

The Online Auction has always been a powerful tool for supporting scholarships, training, and leadership development programs that ensure our industry remains strong, inclusive, and innovative. As we mark 70 years, I invite you to consider making a contribution to this year's auction. Whether it's a signature item from your event, a unique gift basket featuring local goods, a hotel stay or travel package, or even a bottle of wine or specialty food item, your donation makes a difference. Items that reflect your organization, community, or culture are especially meaningful, they help tell the story of who we are as a global festival family and add a special energy to the auction floor.

Equally exciting is the Ultimate Festival & Event Experience Drawing. This exclusive opportunity offers one lucky winner an unforgettable behind-the-scenes experience at one of the world's most iconic festivals, including travel, accommodations, and VIP treatment. Tickets are just \$100, and every purchase directly supports the IFEA Foundation's work to inspire and educate the next generation of event leaders. It's a small investment for a chance at a once-in-a-lifetime experience, all while giving back to the future of our industry.

And of course, we hope you'll join us in person for the [70th Anniversary Auction Party](#), one of the most anticipated evenings of the Convention. It's a night to celebrate our collective generosity, share in the energy of the crowd, and toast to the work we all do to lift up our communities and one another throughout the year.

Adding to the festivities this year is the Platinum Palms Pool

Party, a fun and refreshing way to relax and connect. As part of the celebration, we'll be hosting a rubber duck race down the water slide—a lighthearted and hilarious competition sure to bring out the smiles. Ducks will be available for adoption at the event, with proceeds going to support the IFEA Foundation. Don't miss your chance to take part in this playful tradition and enjoy a splash of fun under the Palm Springs sun.

To further mark this special occasion, the IFEA has launched the "7 for 70" Membership Campaign. We are encouraging all members to invite seven new event professionals to become part of the IFEA family in 2025. Our strength as an organization comes from our diversity, our shared experiences, and our willingness to grow together. By expanding our membership, we ensure that the IFEA remains a dynamic and forward-thinking hub for industry connection, inspiration, and innovation.

There are many ways to get involved right now. You can [donate an item to the Online Auction](#) (deadline August 26, 2025), encourage your vendors or community partners to contribute, purchase a raffle ticket for just \$100 for our Ultimate Experience (starting September 2, 2025), bring a friend into the IFEA through the [Membership Campaign](#), or simply join us in Palm Springs to experience the energy, excitement, and sense of belonging that make our industry so special at the [IFEA's 70th Anniversary Convention & Expo this September 22-24, 2025](#).

To submit your auction item, please complete this [IFEA Silent Auction Donation Form](#) or contact any [IFEA Foundation Board Member](#). They are happy to assist and will ensure your contribution is showcased beautifully.

Let's come together to make this 70th celebration unforgettable, not just in the memories we create, but in the legacy, we continue to build for the future of our industry. Your support, generosity, and enthusiasm help keep the IFEA strong, connected, and ready for what's next.

With gratitude and excitement,

Kat Paye, CFE

IFEA Foundation Board Chair
Executive Director – National Cherry Festival
CEO – The Festival Foundation
Traverse City, Michigan