



## Why Sponsor?

If your company does business with facility managers, think about taking your company to the next level by being an IFMA Sponsor. Depending on your product or service, it can take only one or two sales to see the ROI. A sponsorship with IFMA offers a wide range of benefits.

### **Raise brand awareness and create preference with FMs**

- ▶ Your company logo on all monthly event material
- ▶ 12-month website recognition with your company logo online (a resource for FMs)

### **Increase awareness of your company on a local level (San Diego)**

- ▶ Even if you are a member or sponsor with IFMA International, being a local IFMA sponsor puts you in front of FMs that are specifically doing business in San Diego.

### **Create positive PR and raise awareness of your organization as a whole**

- ▶ Sponsorship includes a luncheon spotlight with a table to promote your company and products
- ▶ Receive a sponsor link or update on your company through IFMA social media sites – Facebook and Instagram
- ▶ Build brand positioning through associative image
- ▶ Facility managers will get to know you over time and will feel more comfortable doing business with your company
- ▶ Receive a spot for an article on your company in our Newsletter (Silver and Platinum sponsors)
- ▶ Create internal emotional commitment to your brand
- ▶ Learn what is important to FMs to create more meaningful reasons to do business with you

**Partner with IFMA San Diego.**  
**An organization that cares about creating the space for learning, connecting and advancing its members and associates.**

#### **VISION STATEMENT**

San Diego Chapter is the premier organization in San Diego County serving as the resource and representative for facility management.

#### **MISSION STATEMENT**

The premier organization in San Diego County dedicated to advancing the professional growth of our members.

#### **UNIQUE VALUE PROPOSITION**

Providing a friendly, diverse environment supporting the professional performance of our members through local networking, education, and promotion of facilities management.

