

## IFMA's Corporate Sustaining Partnership Program



**Support the FM Profession**  
Print | Online | Events  
Customize a Package to Fit Your  
Business Goals and Budget



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**Through IFMA's Corporate Sustaining Partner (CSP) program, organizations have the opportunity to make a significant difference to the facility management (FM) profession.**

The support that CSPs provide assists IFMA in its endeavors to elevate the knowledge base of facility managers, raise industry performance standards, and promote greater awareness and visibility of the FM profession.

CSPs help build the FM profession by supporting programs that benefit IFMA members and nonmembers alike. CSPs have the opportunity to cultivate strong and long-lasting relationships with the entire FM community, while also establishing brand awareness among the professionals who play a substantial role in the management and sustainability of facility services.

**With exclusive benefits, the CSP program will align with your marketing strategy, connect you to your targeted demographic and positively position your brand among a global community of facility management professionals.**

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#### **CONNECT**

Through a number of research, educational, promotional and networking venues, CSPs have unique opportunities to connect with facility professionals. CSPs participate in an ongoing exchange of ideas for improving the workplace, introducing practitioners to innovative product and service solutions. The support between CSPs and IFMA professional members is reciprocal. Just as you help facility managers find solutions to work-related issues, FMs provide valuable information to you based on practical knowledge of the workplace.

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#### **INDUSTRY LEADER**

With your support and increased participation as an IFMA partner, you will enhance your visibility, branding and recognition. You will be regarded among the IFMA community as an industry leader and advocate for the advancement of the profession.

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#### **CUSTOMIZE**

IFMA recognizes that partnering to achieve corporate strategies is unique to each CSP. IFMA is committed to becoming an extension of your marketing arm, customizing a package that best suits your specific needs, goals and budget to further your success in the industry. Packages include the CSP program (starting at the Standard level), exhibiting, advertising and sponsorship(s). As you review all of the opportunities available for building your Corporate Sustaining Partnership, remember that IFMA is dedicated to taking your marketing strategy to a whole new level.

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Contact Amy Jones in IFMA's Corporate Connections department for more information about the CSP program.

## **STANDARD LEVEL BENEFITS**

**Annual: US\$3,600 | 2-Year Agreement: US\$6,500**

### **Exposure**

- Company's own web page on the IFMA website
- Company listing in each *FMJ*
- Company receives a top article in the IFMA Insider newsletter
- One advertorial in the IFMA WIRE electronic newsletter
- Offer discounts to IFMA members & have it published in the IFMA WIRE electronic newsletter
- White papers & case studies published on the community server for members to utilize
- Featured on the IFMA website, Partner drop down navigation menu
- Recognition on special signage at IFMA events

### **Exclusive**

- Mail-list usage
  - Annual research report subscription
  - Customized research consultation
  - Advance notice of all exposure opportunities through IFMA
  - Discounts on exhibiting and advertising
  - CSP quarterly newsletters keep you informed
  - Company's use of the CSP logo for print and online
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## **SILVER LEVEL BENEFITS**

**Annual: US\$7,500 | 2-Year Agreement: US\$13,500**

***Everything listed above plus...***

### **Exposure**

- Company logo on the front page of the IFMA website linking to your CSP webpage URL
- Opportunity to participate in the *NEW FM Solutions Track* at IFMA events
- A bylined article to be considered for publication in the *FMJ*
- Company featured in one *FMJ Online Podcast*

### **Exclusive**

- 1 limited event conference registration for IFMA events
- Full-page ad in IFMA World Workplace show directory
- Company logo in a print or online Facility Fusion show directory
- 3 JOBnet postings on the IFMA website
- 1 VIP seat at IFMA event opening keynote addresses
- 2 VIP seats at IFMA's World Workplace Awards of Excellence Banquet
- VIP sponsor ribbons at IFMA events

## **GOLD LEVEL BENEFITS**

**Annual: US\$25,000 | 2-Year Agreement: US\$45,000**

*Everything listed above plus...*

### **Exposure**

- Press release sent out by IFMA publicizing the partnership
- A bylined half-page advertorial published in the *FMJ*
- Add council or community of practice memberships to your CSP at a discounted rate
- Use of the IFMA community server to communicate directly to the professional members
- Present an online webinar to industry-specific council members
- Opportunity to survey IFMA members
- IFMA officer or staff person selected to support your specific business objectives

### **Exclusive**

- Earn 1 FMP® (Facility Management Professional) designation through IFMA's educational program
  - 2 limited event conference registrations for IFMA events
  - 2 VIP seats at IFMA event opening keynote addresses
  - 4 VIP seats at IFMA's World Workplace Awards of Excellence Banquet
  - 5 JOBnet postings on the IFMA website
  - A dated plaque to display at your company or event
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## **PLATINUM LEVEL BENEFITS**

**Annual: US\$50,000 | 2-Year Agreement: US\$90,000**

*Everything listed in above plus...*

### **Exposure**

- **Industry Exclusivity** (only one company per industry can become a Platinum Level CSP)
- Deliver a 60-minute presentation at World Workplace (possible CEU considered)
- Focus group at World Workplace to aid in your marketing/research efforts
- E-mail distribution of your white paper/case study to select IFMA members
- Senior executive interviewed by IFMA's Editor-in-Chief (video or print)

### **Exclusive**

- Earn 1 SFP® (Sustainability Facility Professional®) designation through IFMA's educational program
- Meeting room at World Workplace
- 4 VIP seats at IFMA event opening keynote addresses
- 4 limited event conference registrations for IFMA events
- VIP table at IFMA's World Workplace Awards of Excellence Banquet
- Invitation to IFMA's Advocacy Day & Public Policy forum in Washington, D.C.
- Unlimited access to the JOBnet database on the IFMA website
- Customized logo for your use on any promotional items

**Company Information:**

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip/Post Code: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Presence:  Regional  National  Global **Green/Sustainable Products or Services:**  Yes  No

Top 3 Categories: 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

(Company is listed in the FMJ, IFMA's publication, under your category)

**Industry Interest, IFMA Councils & Communities of Practice** (circle all that apply) **Academic | Airport | Banking | Casino & Gaming | City & Country Club | Corporate Facilities | Corporate Real Estate | Data Centers | Environmental Health & Safety | FM Consultants | Health Care | Hospitality FM & Engineering | IT | Legal | Manufacturing | Museums/Cultural Institutions | Public Sector | R&D | Religious | Restaurant & Food Service | Retail | Utilities**

**CSP Web Page Description :**

**Primary Contact:** Mr./Ms./Mrs. \_\_\_\_\_ Title: \_\_\_\_\_

E-mail: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

**Secondary Contact:** Mr./Ms./Mrs. \_\_\_\_\_ Title: \_\_\_\_\_

E-mail: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

**CSP Web Page Description :**

*How you want your company to be viewed by facility management professionals from the IFMA Web site - Submit your 200-word company description and company logo in a re-sizable format by e-mail to amy.jones@ifma.org. IFMA reserves the right for final editorial approval.*

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip/Post Code: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Web Address: \_\_\_\_\_ Special Offer URL: \_\_\_\_\_

**Web Page Contact:** (optional) Mr./Ms./Mrs. \_\_\_\_\_

Title: \_\_\_\_\_ Contact E-mail: \_\_\_\_\_

**Agreement and Authorization:**

As an IFMA Corporate Sustaining Partner we agree to:

- Use this relationship as a means of promoting and advancing the profession of facility management.
- Recognize the special relationship the Corporate Sustaining Partner has with IFMA Members and to conduct this relationship in accordance with IFMA Bylaws, Constitution and Policies.
- Recognize that this relationship does not confer local chapter membership to our Designated Contacts.
- Use of FM Deals & Discounts URL must be accompanied by a Letter of Agreement and this benefit is at the sole discretion of IFMA to discontinue at any time.
- Attest to the truth and accuracy of the above information and understand that CSP with IFMA belongs only to the company listed on this application as approved by IFMA and does not include our subsidiaries, dealers or parent organization, as the case may be.

\_\_\_\_\_  
**Company Name**

\_\_\_\_\_  
**Signature** **Date**

**Payment Options:**

**CSP fees:** Please choose your payment option (2 year option offers a discounted rate)

- |                 |   |  |
|-----------------|---|--|
| <b>Standard</b> | <input type="checkbox"/> \$3,600 (U.S.) annually  | <input type="checkbox"/> \$6,500 (U.S.) two-year contract  |
| <b>Silver</b>   | <input type="checkbox"/> \$7,500 (U.S.) annually  | <input type="checkbox"/> \$13,500 (U.S.) two-year contract |
| <b>Gold</b>     | <input type="checkbox"/> \$25,000 (U.S.) annually | <input type="checkbox"/> \$45,000 (U.S.) two-year contract |
| <b>Platinum</b> | <input type="checkbox"/> \$50,000 (U.S.) annually | <input type="checkbox"/> \$90,000 (U.S.) two-year contract |

*(Circle One)* American Express    Visa    MasterCard    Discover

**Card Number:** \_\_\_\_\_ **Exp. Date:** \_\_\_\_\_

**Card Member Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Card Member Billing Address:** \_\_\_\_\_  
\_\_\_\_\_

**Please send this application with payment information to:**  
 International Facility Management Association  
 Attn: Amy Jones  
 1 E. Greenway Plaza, Suite 1100  
 Houston, Texas, 77046-0194  
 T: 281-974-5672 • F: 281-974-5675 • amy.jones@ifma.org

*IFMA Not-for-profit Organizational Federal ID# 38-2402699*  
*CSP fees are not deductible as a charitable contribution; however, fees may be tax deductible as a business expense.*  
*Corporate Sustaining Partner fees are payable in U.S. funds.*

**For Association Use Only**

Approved for CSP by: \_\_\_\_\_ Date: \_\_\_\_\_ CSP ID: \_\_\_\_\_ CSP Password: \_\_\_\_\_