


## **2008 IFEA Sponsorship Opportunities**

**IFEA Association Partner:** This prestigious and limited sponsorship opportunity allows you to access the IFEA audience at the highest level and is available to only two more organizations, with two of the four spots already having been filled. This powerful group will receive top visibility in IFEA materials, resources, marketing and promotions and gain exposure virtually everywhere that IFEA does. Association partners will be recognized in our membership promotional piece; in a partner panel on all IFEA press releases; at all IFEA-produced seminars and/or conferences; in conference big screen introductions; in rotating banners on the front page of ifea.com, and a whole variety of other venues designed to provide frequent, highly visible, and widespread exposure to IFEA members and others in the festivals and events industry. Category exclusivity is also provided at this level. **Only two sponsorship opportunities available!**

**Title Sponsor IFEA Hall of Fame and Hall of Fame Awards Luncheon:** The association and industry's most prestigious honor, the IFEA Hall of Fame recognizes those outstanding individuals who, through their hard work and unique achievements, have made a significant contribution to the festivals and events industry. The sponsor of this program receives title recognition for both the program itself, and the related IFEA Hall of Fame Awards Luncheon which runs unopposed on the first official day of the IFEA Annual Convention & Expo each year, with nearly one hundred percent of the convention delegates in attendance.

The title sponsor of this high visibility program receives year-round exposure in all Hall of Fame promotions including such places as *ie* – the IFEA's premiere magazine; the IFEA web site; in Affiliate Connection -- our electronic newsletter, in IFEA Weekly Update email broadcasts to IFEA members; in the annual convention program; on Hall of Fame nomination and criteria forms; on the Hall of Fame inductee awards themselves, and in press releases announcing the inductees in their home markets. Additionally, each inductee into the IFEA Hall of Fame will be invited to be the guests of the IFEA and the sponsor at the Annual IFEA Convention & Expo. The sponsor will also be recognized in a section at [www.ifea.com](http://www.ifea.com) devoted exclusively to showcasing the Hall of Fame program and all of its inductees. Live introduction opportunities, logo integration on signage and video screens, premium/flyer distribution, and reserved seating are included.

**: the business of international events Magazine:** Published four times per year, *ie* is the premiere magazine of the festivals and events industry and features the latest industry issues, news and trends along with event and professional profiles, regional and international perspectives, resource reviews and much more. IFEA members receive *ie* quarterly as part of their membership benefits, and many also take advantage of special subscription pricing for their boards, sponsors, staffs, volunteers, city leaders and others whose support they rely on year-round.

The sponsor of the magazine will receive prime advertising placement in each issue as well as an opportunity for editorial consideration. Specialty wraps, tear-out cards and/or other promotional print components specially designed for the sponsor may also be considered. Complimenting this print exposure, the sponsor will receive prominent logo recognition and a link in our online section for *ie* that features a sample issue of the magazine, important deadlines, and downloadable forms.