



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

\$2,500, 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 functions related to the Sponsor Summit as designed and desired for your event.

## Getting Started

For more information about this IFEA program, please contact:

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