



**IFMA**® Greater Toronto &  
South Central Ontario Chapter  
International Facility Management Association

# 2026 SPONSOR MEDIA KIT

A PROFESSIONAL ASSOCIATION FOCUSED ON ADVANCING AND PROMOTING THE FM COMMUNITY.

# A BIT OF HISTORY ABOUT OUR CHAPTER

IFMA Greater Toronto & South Central Ontario Chapter is a professional development organization belonging to the International Facilities Management industry.

We are proud to be the **4th largest IFMA Chapter in the world** and the only **organization in the Greater Toronto Area (GTA) and Canada** exclusively focused on the Facilities Management industry. Our chapter serves as a trusted local source, providing **exclusive, first-hand insights into Facilities Management education** and offering a **direct, fast-tracked connection** to our Association's extensive resources.

**Our Mission** is to advance and support the practice of Facilities Management serving Greater Toronto and South Central Ontario.

**Our Vision** is to serve as the recognized resource for Facilities Management, serving Greater Toronto and South Central Ontario.

## WHY SPONSOR OUR CHAPTER?

IFMA Greater Toronto & South Central Ontario Chapter's goal is to bring the Facilities Management community together for knowledge sharing, networking, and to stay current within the industry.

Our events are led by a diverse group of industry professionals to ensure representation of the needs of the community. Sponsorship of our Chapter will get your brand in front of current and potential Members, giving you the opportunity to showcase your products and services while exhibiting your support and dedication to the Facilities Management community.



# MEET OUR EXECUTIVE BOARD



**STUART J. ROSS**

President



**KATERINA KARASYOVA**

Past President



**DONNA KIRCHKNOPF**

Treasurer & Secretary



**ANDY RUTLEDGE**

VP, Programming & Education



**BERNICE LILLEY**

VP, Communications & Membership



**ANNA ZAILER**

Director of Operations



**450+**

Memberships across Greater Toronto & South Central Ontario



**3300+**

e-Newsletter Subscribers



**4600+**

Company page Followers



**1380**

LinkedIn Group Members



**730+**

Followers



**800+**

Followers

## ENCOURAGE STRONGER BRAND AWARENESS & RECOGNITION AS A VALUED PARTNER

Our social media and online presence has increased, allowing us to leverage robust platforms to broadcast our Sponsor's message to more followers and subscribers than ever before.

Demonstrate your commitment to the Facilities Management industry by becoming a Chapter Sponsor and join a growing number of organizations that are already Sponsors.

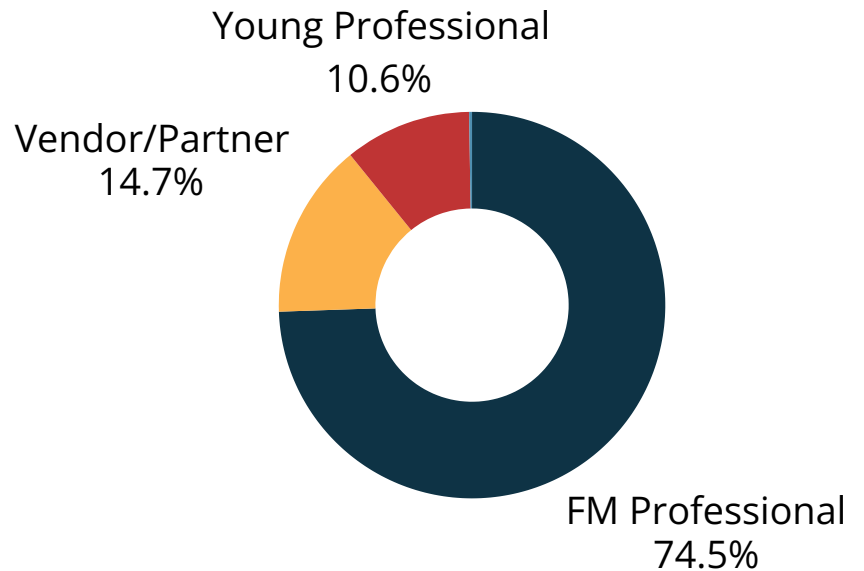


# OUR AUDIENCE DEMOGRAPHIC

## SENIORITY LEVEL

- Owner
- Senior Leadership
- Director
- Manager
- Entry

## MEMBERSHIP DISTRIBUTION



## MEMBERSHIP CERTIFICATION



- 26% of our Members are certified practitioners

# INTERESTED IN BECOMING A CHAPTER SPONSOR?

Partner with Canada's largest IFMA Chapter, and join us on our mission to strengthen the quickly developing industry of Facilities Management; let's build our future together!



OUR MISSION TO ADVANCE AND  
SUPPORT THE PRACTICE OF  
FACILITY MANAGEMENT GUIDES  
EVERYTHING WE DO.

Our Sponsorship Program makes networking easy!

Our sponsorship program maximizes your brand's exposure through targeted promotions and offers an exclusive platform to showcase your products, services, and expertise.

If your organization is interested in becoming a Chapter Sponsor, please review this kit and use the form attached to select which Sponsorship option best suits your needs.

For more information, please contact:

**Stu Ross, President**

Email: [sponsorship@ifma-toronto.org](mailto:sponsorship@ifma-toronto.org)



EVENTS & SPONSOR BENEFITS:	Platinum Sponsor	Gold Sponsor	MapleLeaf Silver	MapleLeaf Bronze
IFMA & Chapter Annual Membership (must reach out during renewal)	2	1		
<b>Premier Event Title Sponsorships (\$6,000-\$15,000)*</b>				
<ul style="list-style-type: none"> <li>Opportunity to <b>sponsor April Leadership Series, Gala or Golf as Title Sponsor</b> will be done via raffle (April Leadership Series, \$6,000, Gala \$10,000, Golf \$15,000)</li> </ul>	•			
<b>Networking Event Title Sponsorship (\$2,500-\$4,000)*</b>				
<ul style="list-style-type: none"> <li>Includes a <b>list of attendees</b> (opt-in only), <b>promotion across all event materials</b> (social media, newsletters, invitations, and website), <b>two event tickets</b>, and <b>the opportunity to welcome guests</b>, showcasing your brand as a key supporter.</li> </ul>	•	•	•	•
<b>Facilities Tour Title Sponsorship (\$2,500 - \$4,000)*</b>				
<ul style="list-style-type: none"> <li>Includes a <b>list of attendees</b> (opt-in only), <b>promotion across all event materials</b> (social media, newsletters, invitations, and website), <b>two event tickets</b>, and <b>the opportunity to welcome guests</b>, showcasing your brand as a key supporter.</li> </ul>	•	•	•	•
<b>Event Sponsorship Options (\$750-\$3,000)*</b>				
<ul style="list-style-type: none"> <li>Opportunity to <b>Sponsor Food, Beverage, or Photography/Videography at a non premier event</b></li> </ul>	•	•	•	•
<b>Webinar Title Sponsorship (\$500)*</b>				
<ul style="list-style-type: none"> <li>Includes a <b>list of attendees</b> (opt-in only), <b>promotion across all webinar materials</b> (social media, newsletters, invitations, and website), recognition in the presentation as the Title Sponsor, and the opportunity to open the webinar and introduce the speaker, positioning your brand as a leader in the Facilities Management community.</li> </ul>	1			
<b>Sponsorship Spotlight in a Newsletter</b> to chapter mailing list acknowledging you as Chapter Sponsor and highlighting what you do. (Does not include promotional emails)	1	1		
<i>Accepts Non-Proprietary White Papers for Monthly Newsletter Publication with Credit</i> (must be informational and not a sales pitch; subject to our discretion) and an opportunity to put on a self sponsored education event.	1	1		
Sponsor <b>Logo</b> featured in <b>all newsletters</b>	•			
Sponsor <b>Logo</b> and <b>Link</b> featured on our website	•	•	•	•
Sponsor <b>Logo</b> prominently featured at <b>all chapter events</b>	•	•		
Sponsor <b>Name</b> featured at <b>all chapter events</b>	•	•	•	•
Complimentary Event Admissions Per Year (Non-Premier Events, Max 2 per event)	5	3	2	1
<b>Total Cost of Sponsorship</b>	<b>\$5,000</b>	<b>\$3,500</b>	<b>\$2,500</b>	<b>\$1,500</b>
<b>Total Value of Sponsorship</b>	<b>\$7,850</b>	<b>\$6,140</b>	<b>\$2,640</b>	<b>\$1,640</b>
<b>Total Value Add for Sponsor</b>	<b>\$2,850</b>	<b>\$2,640</b>	<b>\$140</b>	<b>\$140</b>

\* Subject to change at the discretion of the Executive Board and may be limited to one sponsorship per year, based on timing, availability, and alignment with our broader strategic initiatives.

# Typical Event Sponsorship Opportunities



## Event Title Sponsor

**As the Title Sponsor you get the prime spotlight!**

Title sponsorships are available for non-premier events only. Premier event sponsorships are reserved for Platinum Chapter Sponsors only.

Receive recognition on all promotional materials, option to add branded items to event swag bag, your brand co-branded on any printed materials, option to add branded banners at registration, and more!

Ranging from \$2,500 - \$4,000 (Event Dependent)

## Food Sponsors

**Be the spotlight at all hors d'oeuvres & food stations!**

Platinum and Gold Sponsors have priority, but sponsorships are open to all interested sponsors on a first come basis.

Receive recognition on social media and digital event displays, your brand co-branded on any printed food tickets (event dependant) or tent cards on serving trays, option to add branded banners at the food stations, and more!

Ranging from \$1,500 - \$3,000 (Event Dependent)

## Beverage Sponsors

**Be the spotlight at the beverage stations!**

Platinum and Gold Sponsors have priority, but sponsorships are open to all interested sponsors on a first come basis.

Receive recognition on social media, digital event displays, your brand co-branded on any printed drink tickets (event dependant) or tent cards on serving trays, option to add branded banners at the bar, and more!

Ranging from \$1,000 - \$2,000 (Event Dependent)

## Photo & Video Sponsors

**Be the spark of the event!**

Platinum and Gold Sponsors have priority, but sponsorships are open to all interested sponsors on a first come basis.

Receive recognition on social media and digital event displays, your brand co-branded on any printed raffle tickets (event dependant) or photo frames (event dependant).

Ranging from \$750 - \$1,000 (Event Dependent)



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**THANK  
YOU!**



Contact us at [sponsorship@ifma-toronto.org](mailto:sponsorship@ifma-toronto.org)