



# Support the **Future** of FM



## Research and Benchmarking Sponsorship Opportunities

With an understanding that organizational needs vary, IFMA's Research and Benchmarking Department is focused on simplifying information into usable data for the wider built environment.

Core areas of sponsorship include, but are not limited to:

**Publications development and dissemination**

**Exploratory research projects**

**Special workshops and conferences**

**Webinars and speaker engagements**

**Power User<sup>®</sup> subscription**

**Benchmarking workshops**

**Digital Transformation Symposiums**



## Your Support Matters

IFMA is a trusted source of research and related products advancing the global body of knowledge that supports a resilient built environment and the Facility Management (FM) Services Industry. IFMA sponsors help guide the FM industry through growth and innovation, crisis and uncertainty, challenge and opportunity by supporting high-caliber research and benchmarking. Sponsors have a hand in elevating the industry's overall performance, which reinforces their brand as an indispensable resource to FM and the wider built environment.



### IFMA's Mission

We advance our collective knowledge, value and growth for Facility Management professionals to perform at the highest level.



### IFMA's Vision

Lead the future of the built environment to make the world a better place.



### The Values That Drive Us

As a member organization, we are deeply committed to helping our members thrive. These are the values of the association, staff and stakeholders, and guide us in everything we do.

- ▶ We believe in the benefit of global diversity, inclusion and social equity.
- ▶ We recognize that sustainability, resilience and responsible stewardship of the environment is paramount.
- ▶ We commit to open, honest, transparent and interactive communications.
- ▶ We strive for excellence and growth through innovation, leadership and sharing of knowledge.

# You're in Good Company

We highly value our **partnerships**. Join the ranks of our generous partners, and support the creation of research products, benchmark data, tools or research symposiums that benefit facility managers.

## Current IFMA Research and Benchmarking Sponsors and Supporters

HKS



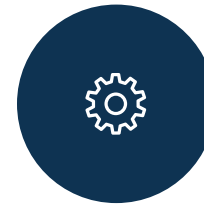
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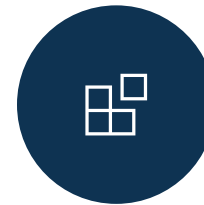
## Research and Benchmarking



**Current data** for hard-to-reach markets



**Highly sought after** content that makes an impact



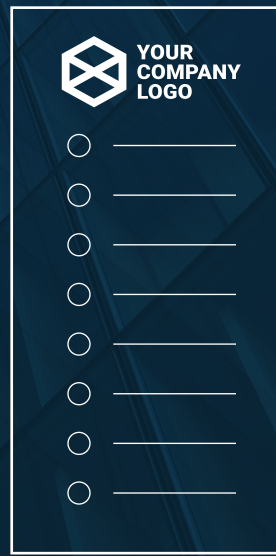
Data supporting **informed decision-making**

# Research Interests

- Global FM Trends
- Global FM Workforce
- FM Technological Innovations
- Return to Work Post-COVID-19
- Sustainability Initiatives, Trends & Skills for FMs
- Building Decarbonization: Transforming the FM's Role
- Cyber Security: Securing FM Digital Transformation
- Digital Transformation
- Emerging Roles, Responsibilities, Skills & Requirements
- Custom Research Studies
- Business Survivability Plans

# Benchmarking Interests

- Global Operations & Maintenance
  - ▶ Maintenance Costs
  - ▶ Janitorial Costs
  - ▶ Utilities Costs
  - ▶ Sustainability Costs
- Space Planning
- Healthcare Operations & Maintenance
- Corporate Real Estate Costs
- FM Compensation Benchmarks
- Workplace Amenities
- Custom Benchmark Studies



# Choose Your Sponsorship Level

IFMA Research and Benchmarking offers a range of sponsorship levels, each providing invaluable opportunities to promote your company as an industry thought leader and FM champion.

Benefits range from press coverage and newsletter features to sponsor-hosted webinars and participation in guided survey development.

## Proposed Sponsorship Levels

To give you a guideline of what you can expect for each investment level, we have outlined a few proposed options. While this list highlights key requests from previous sponsors, we are happy to discuss any additions or amendments to best fulfill your organization's goals.

	\$30,000	\$20,000	\$10,000	\$5,000
<b>BRANDING IN REPORT AND PRESENTATIONS</b>				
Company Logo				
In final report	On cover	Inside report	Inside report	Name only inside report
On Research and Benchmarking website	Logo + 100 word description for 12 months	Logo + 100 word description for 12 months	Logo for 12 months	Name only for 12 months
In webinar presentation	Logo	Logo	Name only	Name only
Advertorial in final report	2 pages	1 page	1/4 page shared	-
Recognized in <i>FMJ</i> when publication is featured (1 full year)	Logo + hyperlink	Logo + hyperlink	Name + hyperlink	-
<b>ENGAGEMENT OPPORTUNITIES</b>				
Survey development*	3 questions contributed	1 question contributed	-	-
Participate in presentation of the study	Webinar or conference	Webinar	-	-
Submit relevant case studies for inclusion	3 case studies	2 case studies	1 case study	-
Participate in IFMA's Connected FM Podcast and Blog	Both	Choice of one	Blog	-
<b>COMMUNICATIONS AND PROMOTIONS</b>				
Ad in IFMA's The Wire newsletter	Logo + hyperlink	Logo + hyperlink	Name only	-
Company article featured in IFMA Insider**	1x	1x	-	-
Recognized as a sponsor at IFMA events	Logo for ALL	Logo for ALL	Logo for ALL	Name only
Recognized in IFMA's official press release	Brief statement**	Recognition	Recognition	-
Recognized on social media	✓	✓	✓	✓
Recognized on banner for IFMA's Knowledge Library and Engage forum	Both	Choice of one	Engage Forum	-
<b>DELIVERABLES</b>				
Copies of final report	50	25	18	10
Copies of final report for clients	30 unique links	25% discount†	18% discount†	5% discount†
Additional IFMA reports	ALL reports‡	ALL reports‡	3 reports‡	1 report‡

\* Applies only if sponsorship begins before survey deployment.

\*\* IFMA approval required. IFMA reserves the right to edit accordingly.

† Applies to a one-time purchase of digital copies beyond what is included in package.

‡ Applies only to reports during fiscal year of sponsorship. Not transferable to future reports.



## Webinar Sponsorships

SPONSOR

**\$750**

Logo inclusion

Introduction slide with logo/video

Two-minute allotment to address audience (1 minute introduction and 1 minute conclusion)

Conclusion slide with logo

Attendee contact information shared with sponsor with attendee approval



## Support IFMA's Webinar Series

IFMA webinars address and educate facility managers on the most discussed topics from IFMA's online Engage forum. Webinars can be attended live or accessed from [IFMA's YouTube channel](#). Support our upcoming webinar schedule and help facility managers to stay current and competitive.

## IFMA Webinars:

Provide content to FM and wider built environment personnel that simplifies professional daily responsibilities

Cover topics from FM and the wider built environment, which improve outcomes

Grow the next generation of FM academics in sharing their research with FMs on the front lines



## Ask the FM Doctor Virtual Event Series

Interactive virtual event series where facility experts share practical advice for addressing today's operations, maintenance, workplace management and procurement challenges

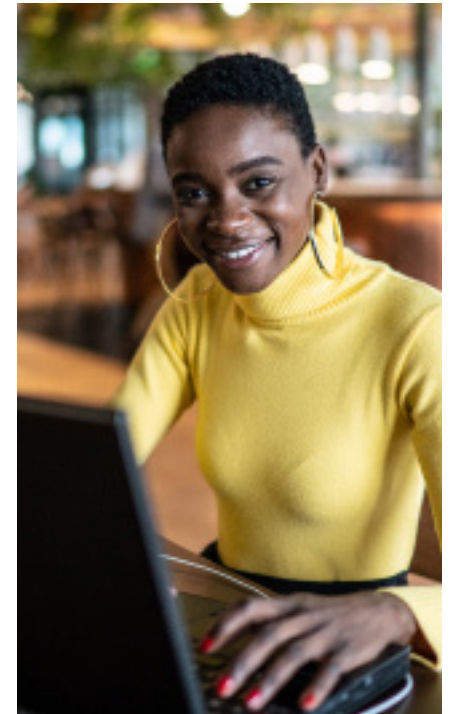
1-hour sessions divided into three sections:

- ▶ A teaching moment presenting the topic,
- ▶ A half-hour virtual peer group discussion, and
- ▶ Q&A with facility experts

Held the third Tuesday of every month at  
1:00 p.m. (ET-US)/6:00 p.m. (GMT)

## Virtual Event Sponsorship

<b>SPONSOR</b> <b>\$750</b>
Logo inclusion
Introduction slide with logo/video
Two-minute allotment to address audience (1 minute introduction and 1 minute conclusion)
Conclusion slide with logo
Attendee contact information shared with sponsor with attendee approval



### Topics include:

- ▶ Budgeting
- ▶ Effective SOW
- ▶ Choosing the right technology solutions
- ▶ Return to office trends
- ▶ Environmental, social and governance (ESG)
- ▶ Succession planning
- ▶ Facility condition assessments
- ▶ Educational opportunities
- ▶ Labor shortage recommendations
- ▶ Identifying future high performers
- ▶ Hiring the right vendors
- ▶ Using drones to inspect roofs and buildings

## Research Advantage Platform



Launched in late 2020, IFMA's Resource Advantage Platform (RAP) allows users to customize reports and get accurate data designed specifically for their facility needs. This powerful tool assists in the design of custom benchmarking reports comparing maintenance, sustainability, janitorial or utilities costs based on choice of region, facility use, facility size and facility age data. RAP is currently offering three different products: Basic and Advance reports, and a PowerUser® subscription.

## Add Your Support to IFMA's Leading-Edge Benchmarking Platform

Support this valuable platform for FMs who need comparative tools to conduct their jobs. Based on the sponsorship/underwriting level, this opportunity gives interested parties three- to six-month access (up to a year) to newly populated data.

**NEW IN 2023**

### FM Compensation Insights Tool

A dashboard of summary level profiles of salaries and benefits within the market.

# Benchmarking Workshop

This intensive, 4-hour course provides FM industry professionals practical, hands-on guidance for starting down the path of benchmarking. We will discuss how to capture data, present information in a way that tells a compelling story, and ultimately, operate a facility more efficiently.

Offered during IFMA's World Workplace or given as a customized class for organizations and government entities, this workshop is limited to 25 participants to gain comprehensive instruction on best practices for their respective facilities.

## Benchmarking Workshop Sponsorship

SPONSOR  
**\$7,500**

Logo inclusion

Introduction slide with logo/video

Five-minute allotment to address audience (introduction and conclusion)

Conclusion slide with logo

Attendee contact information shared with sponsor upon attendee approval



## Share your solutions

Designed to be a highly interactive class, you will have the unique opportunity to present to FM professionals who are actively seeking solutions. Be recognized during the workshop and position yourself as an industry-thought leader to a captive audience.



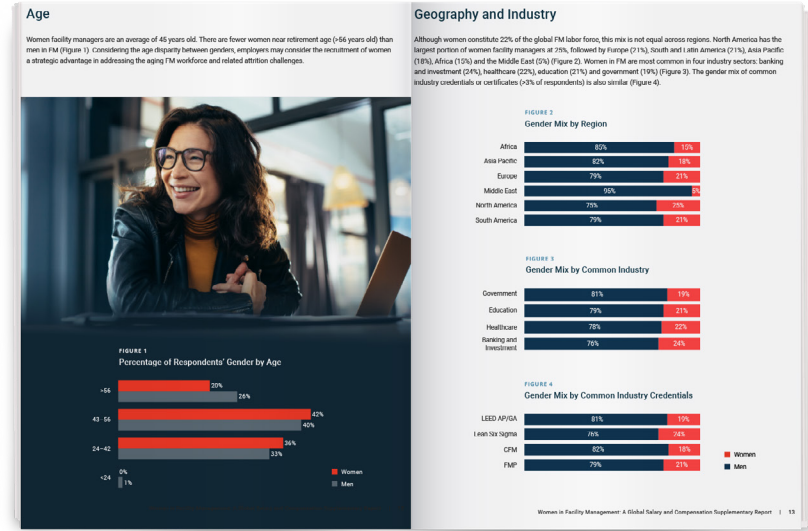
## Featured Reports

As sustainability, urban infrastructure, workplace innovation and smart technology continue to transform the built environment, facility managers need to stay current to stay competitive. An industry-supported by 25 million professionals worldwide, facility management has progressed from a tactical role to a strategic discipline. The following recently completed reports are examples of the valuable resources produced by IFMA to help today's FMs meet those heightened demands.

Final reports can be translated into other languages to support reaching your desired audience.

## Featured Reports

# Women in Facility Management

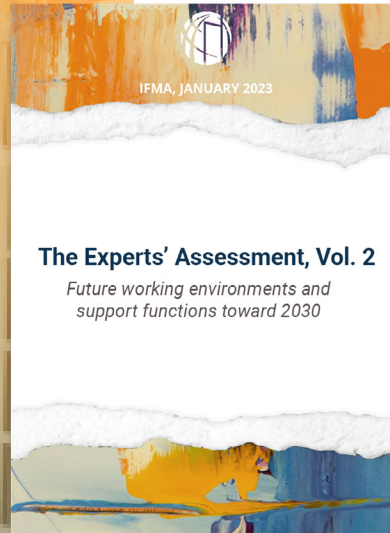


[Read Report](#) →

The majority of women currently participate in the labor force, but relatively few work in the facility management industry, making up just 20% of the workforce. There has been little change to this gender mix over the past decade. This report provides the most comprehensive and detailed analysis to date on the state of women in FM throughout the world (BLS, 2021; IFMA, 2021). Salary outlooks and conditions by gender are evaluated to support organizations in recruiting and retaining women facility managers, while also providing other key information from which to develop or enhance diversity, equity and inclusion efforts within FM.

## Featured Reports

# The Experts' Assessment, Vol. 2: Future Working Environments and Support Functions Toward 2030



[Read Now →](#)

The built environment and the facility management industry have faced unprecedented challenges since IFMA's first Experts' Assessment study was conducted in 2020. The industry faces challenges from accelerating digitization, growing environmental threats, evolving regulatory environments, ongoing friction between management and workers' expectations toward distributed working and more.

IFMA's Experts' Assessment Vol 2: Future working environments and support functions toward 2030 study assesses what the industry has learned, the major cross-cutting themes, and critical priorities shaping the built environment and the FM industry.

The Experts' Assessment provides an in-depth analysis of future working environments and the implications for supporting industries toward 2030.

# Succession Planning in Facility Management

The facility management profession has faced labor workforce challenges for years. However, preliminary results from recent IFMA studies have revealed seismic shifts in FM workforce demographics, with an influx of newer and younger professionals. These changes highlight the need to capture and disseminate institutional knowledge from seasoned professionals to incoming facility managers.



[Read White Paper](#) →

IFMA commissioned a pilot project to explore succession planning with three main objectives: 1) prepare a high-level definition of FM succession planning, 2) broadly understand the use of succession planning tools in FM and 3) identify the preferred FM succession planning tools moving forward.

The study revealed that participants define succession planning as the process of evaluating the current workforce and identifying employees with the potential to advance to senior-level positions. Some respondents suggested that effective FM succession planning broadly considers talent acquisition (externally, depending on the situation) while training employees for their current functions and for future job opportunities within the organization. Respondents also indicated that the most common method for training facility technicians/trades is through partnerships with professional organizations (i.e., webinars, workshops) and informal (i.e., unstructured, spontaneous learning that is not assessed or tracked) on-the-job training. For management staff, expected jobs skills should be documented, although they may be less technically focused.

The next phase of this project is to develop a suite of tools that will enable facility professionals to identify the skills, talents and personality profiles needed in the FM workforce.



## Featured Reports

# Leading Digital Transformation in the Facilities Management Industry



[Read Now](#) →

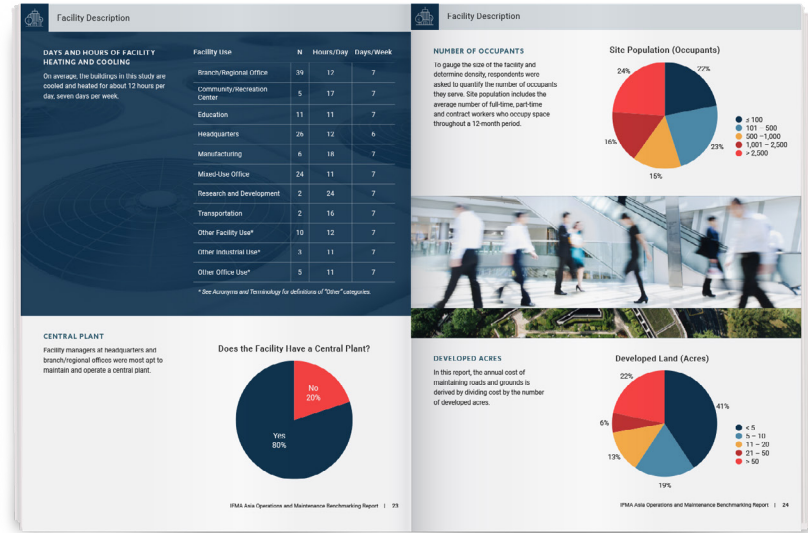
Digital transformation (DT) has been an ongoing phenomenon for over a decade, but it took the COVID-19 pandemic to catapult many organizations into a digital-first world. Digital technologies are the fundamental and endless agitator of the business world, including facility management (FM).

## Featured Reports



# Asia Operations & Maintenance Benchmarking Report

The IFMA Asia Operations and Maintenance Benchmarking Report is the first report of its kind published for this region. The report provides detailed performance metrics for the main facility operations areas: janitorial, maintenance, and utilities. Within each area, the total costs are provided on a per square foot basis across several demographic factors such as industry sector, facility use, and geographic location.



**Purchase Report →**

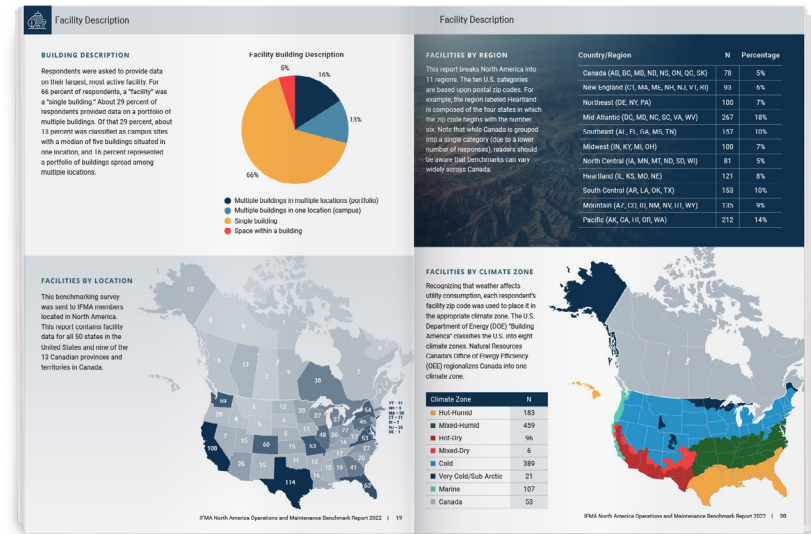
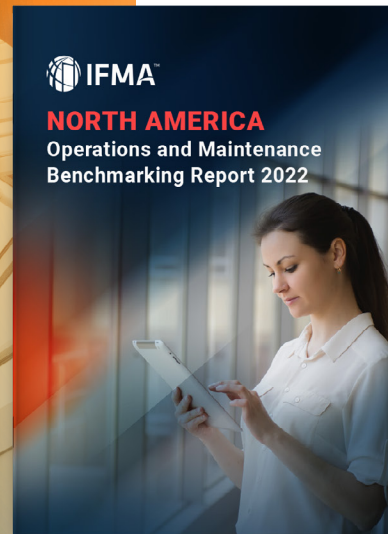
Within each area, the total costs are provided on a per square foot basis across several demographic factors such as industry sector, facility use, and geographic location. The report also provides staffing profiles (full-time equivalents) for the janitorial workforce and maintenance functions (including plumbers, carpenters, HVAC technicians, and several other trades and managerial roles). Details on energy management and sustainability efforts (including green cleaning) are also discussed. This pivotal report will be valuable for facility professionals throughout Asia to have better insights as to how their facility performs compared to other types of facilities.

There were a total of 279 survey responses representing eight countries and 2,526 buildings. India represents 58% of the total respondents, followed by China and Hong Kong (32%), and Australia, Philippines, Singapore, Sri Lanka and Vietnam making up the remainder (10%).

## Featured Reports

# North America Operations & Maintenance Benchmarking Report

The International Facility Management Association - North America Operations and Maintenance Benchmark Report 2022 is IFMA's premier resource for facility professionals and their industry partners to generate key insights on facility operational performance.



**Purchase Report** →

Respondents were asked to provide information on the facilities they manage for the 12-month time period before the onset of COVID-19 (e.g., fiscal year 2019). A total of 1,904 surveys were returned, representing nearly 40,000 buildings (2.2 billion gross square feet). The report provides benchmarks in three major facility categories: janitorial, maintenance and utilities, as well as detailed performance benchmarks by a number of demographic factors including industry sector served by the facility, facility use, single buildings versus portfolio sites, U.S. climate zone, ownership profile, facility age, facility size and geographic location.

The report contains several new metrics including: COVID-19 costs impacts, number of buildings in the sample size for most metrics, historical comparison of energy management practices, and space management allocations for maintenance technicians and supervisory personnel.



## Current and Future Products Available for Sponsorship

As a part of IFMA's collaborative process, lead sponsors invest in a quality research institute for a specific outcome supported by both groups. Through these partnerships, the goal is to develop research products, execute high-caliber research events and build upon IFMA's future vision.

The following research products and events stand as testaments to the invested interest of IFMA and the FM industry, as well as to the desire to provide quality products to IFMA members and non-IFMA members.



New Benchmarking Markets Available for Sponsorship

# Operations and Maintenance Reports are Underway for Multiple Regions

From the data gathered, IFMA seeks to generate a robust global comparison of Operations and Maintenance (O&M) benchmarks, and incorporate the data into the Resource Advantage Platform tool. **Sponsorship opportunities are available for all markets.**

## BENCHMARKING MARKETS

### 12 Cities Study

- ▶ Focus on operations & maintenance, commercial real estate (CRE), and compensation and benefits for the 12 most populated metropolitan areas.

**Africa**

**Caribbean**

**Central America**

**South America**

## In-Progress Projects Available for Sponsorship

### 12 Cities Operations & Maintenance Study

Facility professionals and mid-to-large FM service providers frequently request leasing, salary information and facility operations data for major geographic regions throughout the world. This study will collect data for 12 of the most populated cities/metropolitan statistical areas, filling in the data gap for the built environment. There is an opportunity to sponsor each city's section of the report. Cities included are:

Cairo, Egypt	Lagos, Nigeria	New York City, New York, USA
Chicago, Illinois, USA	London, United Kingdom	San Paulo, Brazil
Delhi, India	Los Angeles, California, USA	Shanghai, China
Houston, Texas, USA	Mexico City, Mexico	Toronto, Canada

### North America Operations & Maintenance Qualitative Report

The 2023 Operations and Maintenance: Qualitative Analysis Benchmarking Report is a comprehensive study that presents the results of the latest Operations and Maintenance benchmarking survey of facility managers throughout the United States and Canada. The key difference between IFMA's North America Operations and Maintenance Benchmark report 2022 vs the qualitative benchmark report will be the [FM] processes used by FMs. While the 2022 report focused on the quantitative side (i.e., cost/per sq ft), the 2023 report focuses on FM process implemented.



**Collaborate.  
Innovate.  
Grow.**

**Invest in quality research  
and benchmarking reports.**

## In-Progress Projects Available for Sponsorship

### Space Planning: Post-COVID Update

In July 2020, IFMA published the Space Planning Benchmark Report. The Report provided facility professionals and their industry consultants with information to make informed decisions and enhance the value communicated in their next business case. This project will update the reported benchmarks with the latest information while also creating new benchmarks related to facility space planning and management technologies, including sensor usage and the workplace of the future.

### Return to Work Study

Facility professionals are being called on to provide leadership in how employees return to the office, create socially distanced environments, and enhance the overall workspace (perhaps much more so than in the past). IFMA's Space Planning and Benchmarking Report found that 57% of more than 1,100 facility professionals did not follow any formal shutdown process, and 43% do not have any formal reopening plans available.

This research project will to evaluate the facility manager's role in enabling a successful Reentry Program, and will assess the timelines, tools, and lessons learned of bringing personnel back to the office.



## In-Progress Projects Available for Sponsorship

### FM Succession Planning

The Facility Management profession has faced labor workforce challenges for years. However, preliminary results from IFMA's salary survey (March 2021) are showing an influx of newer professionals in the workforce. These shifts in the FM workforce demographics highlight the need to capture institutional knowledge while also identifying future high performers as part of the organization's succession planning efforts. Divided into two phases, phase one will focus on developing tools. Phase two will refine, expand and widely disseminate those tools and resources developed.

### Workplace Amenities

Physical aspects of a workplace environment can have a direct impact on the productivity, health and safety, comfort, concentration, job satisfaction and morale of the people within it. Important factors in the work environment include building design and age, workplace layout, workstation set-up, furniture and equipment design and quality, space, temperature, ventilation, lighting, noise, vibration, radiation and air quality. IFMA's report will provide a key source for what management and employees want in the workplace amenities in 2023 and beyond.





## In-Progress Projects Available for Sponsorship

### Cyber Security: Securing FM's Digital Transformation

As FM organizations digitize operations and assets, cybersecurity risks continue to grow and accelerate, creating new targets, vectors, means, surfaces, and mechanisms for an attack. The industry faces a gathering cyber storm. Buildings are targets in their own right and often offer an easy “back door” into organizations’ wider IT networks. Operational and information technologies are converging in the built environment, creating both information and physical risks that could lead to the loss of life. IFMA survey and research will investigate the ongoing steps that the industry and IFMA could and should take to help safeguard operations and assets and accelerate the industry’s digital transformation.

### Building Decarbonization: FM's Role

The International Facility Management Association (IFMA), in collaboration with the Technical University of Darmstadt, Germany, is launching a new research initiative to identify how the focus on building decarbonization is transforming the facilities management (FM) industry. Concerns over buildings’ massive ecological footprints continue to mount, and buildings are responsible for nearly 40 percent of greenhouse gas emissions (GHG) in many countries. Facility managers have a role in reducing and mitigating emissions while improving overall building operations. This study seeks to identify how facility managers’ roles are changing to meet these new requirements.

### Additional Projects In-Progress

**Evaluating the Value: IFMA Credentials – Company Focus**

**Life-cycle Costing**

**Making the Case for FM at the C-Suite**

**Global O&M Benchmarking**  
(Complete collection of all regions)

**Africa O&M Benchmarking**

## Upcoming Projects Available for Sponsorship

## Planned Research Reports

- Global FM Outsourcing
- Building Design, Construction and Life Cycles Roadmap
- FM Succession Planning: Human Dimensions + HR

## Planned Benchmarking Reports

- Central America – O&M Benchmarking
- South America – O&M Benchmarking
- Caribbean – O&M Benchmarking
- Healthcare O&M Benchmarking
- ESG Benchmarking

IFMA has two years of projected FM research reports in development for potential sponsors to consider, and is open to identifying common interests with potential sponsors for the development of future research.



# Support IFMA

By collaborating on targeted research efforts, your partnership helps to support and develop quality products and events while building IFMA's future vision. Let's discuss your goals and objectives so we can mutually identify opportunities for strategic research and benchmarking sponsorships. **The options are limitless.**



## Support the Future of FM

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