



2021 PARTNERSHIP OPPORTUNITIES



TheIRF.org

OVERVIEW

The Incentive Research Foundation funds research and delivers education to advance the science and enhance awareness and appropriate application of non-cash incentives in business and industry globally. Our goal is to help businesses at all stages of incentives maturity increase the understanding, effective use and benefits of non-cash incentives.



Our Audience:

- Buyers: 34%
- Suppliers: 22%
- Academic/Media: 28%
- Other: 16%

OUR CONSTITUENTS

IRF is a foundation, not an association, and as such does not maintain a membership. The IRF does however have an active constituency with over 5,000 individuals in our [database](#) and over 55,000 unique users a year accessing our research.

Our constituency draws from suppliers of incentives and rewards products to program owners in Fortune 500 companies that run Reward and Recognition programs to the many Incentive Houses that serve our market. We also provide hundreds of hours of education each year on all aspects of the incentives and meetings industry and execute our own annual event that brings together 400 of the industry's top executives for 4 days of education and networking.



MEET THE IRF BOARD OF TRUSTEES

The IRF Board of Trustees oversees all activities within the foundation and is responsible for adopting strategies and policies that further the foundation's mission. In addition, the Trustees are active in the execution of the foundation's many research, education, communication and event efforts, made possible through our IRF committees.

2021 Executive Committee



CHAIR
KARI VRBA



VICE CHAIR
JIM KELLEY

Vice President,
Marketing & Industry
Relations
Fern Expo



SECRETARY/TREASURER
MARK ALT

VP, Maritz Automotive
Maritz



AT LARGE
SUSAN ADAMS

Vice President of Travel
& Engagement
**Next Level
Performance**

MEET THE BOARD OF TRUSTEES



IMMEDIATE PAST CHAIR
MIKE MAY, CMP, IP
President
Brightspot Incentives & Events



COSIMO BRUZZESE
Vice President of Business Development
PRA



MIN CHOI
EVP & Chief Marketing Officer
Germania Insurance



STEPHEN COOK
President & CIO
Lorandus Meetings & Communications



MORGAN CRAIN
Senior Manager, Rewards & Recognition
T-Mobile



KAREN DEVINE, CITP
CEO & Founder
3D Cruise Partners



JOOST DE MEYER
Chairman & CEO
First Incentive Partners



SARAH HAINES
Vice President of Event Management
ITA Group



CHRIS JOHNSON
Director, Global Travel and Enterprise Events
Land O' Lakes



BICH-LIEN KALDAHL
Airline Advisor

MEET THE BOARD OF TRUSTEES



**PATRICIA KERR,
CMP**
AVP, Meeting & Event
Management
Nationwide



SOMA KIM
Account Director,
Incentive Sales
**Four Seasons Hotels
and Resorts**



CINDY MIELKE
Director, Channel
Marketing – Incentives
Tango Card



KELSEY NICOL
Director of Business
Development,
USA & Canada
**Mutika, an Experience
Management
Company**



CHRIS RUANE
Vice President,
Meetings and
Incentives
Accor Hotels



DAWN RYBURN



KAREN SUTTLE
Manager,
Corporate Gifts Central
Maui Jim Sunglasses

RESEARCH ADVOCACY PARTNERSHIP



OUR RESEARCH

Our research and education focuses on incentives, recognition, and motivation in the workplace with specific research into engagement and non-cash awards. Over its 26 years in existence, the IRF has underwritten over 90 projects and committed more than \$2 million to research and education.

The IRF accomplishes its mission through an extensive network of education and research partners including: Oxford Economics, University of Massachusetts, New York University, University of Southern California, University of Missouri, University of Southern Florida, University of Waterloo, Aberdeen Research Group, American Productivity and Quality Center (APQC), the International Society for Performance Improvement (ISPI), The Wharton School, London Business School, Temple University, Northwestern University, Ryerson University, Luton Business School, and GfK NOP.

RESEARCH ADVOCACY PARTNERSHIP

Topics include:

- Top Trends
- Event Alternatives and Effect on Culture
- Buyer Decisions/End User Obstacles
- Destinations and their Impact
- Points Study
- Budgeting for Recognition and Engagement
- Industry Outlook Study

Premium Partnership: \$11,000

Partner Benefits:

- Logo recognition with link to company site on general research landing page
- Logo recognition and one dedicated promotional slide on any related PowerPoint/Webcast(s)
- Text recognition in dedicated research press release
- Weekly (up to 4) sponsor social media posts during month of study release
- Logo recognition and 50-word company description on dedicated research e-blast
- Logo recognition on any dedicated research infographic or webinar pages
- IRF representative support for in-person or webinar (travel costs not included)

CORPORATE SPONSORSHIP

Research Advocacy Partnership Add-on

\$5,000.00 USD

Year-round partner recognition:

Benefits:

- Logo prominently placed on the home page as Strategic Partner
- IRF to send (1) targeted, dedicated IRF email to list (content to be mutually agreed upon)
- Social Media: (1) one partner thank you post, monthly (in addition to research benefit post)

EVENTS

THE EDUCATION INVITATIONAL

June 2-5, 2021 | Marco Island, Florida

The IRF's Annual Education Invitational is our crowning opportunity to highlight the IRF's great work throughout the year and fund projects for the next year during 4 days of networking, education, activities, and events. As a partner of The Annual Education Invitational, you are continuing the goals of furthering industry-critical independent research while obtaining tangible new leads and business connections with the most senior decision makers in the industry. The Invitational continues its tradition of delivering a proven and valuable business-networking event by attracting the top decision makers in the incentive and motivation industry.



WHO ATTENDS

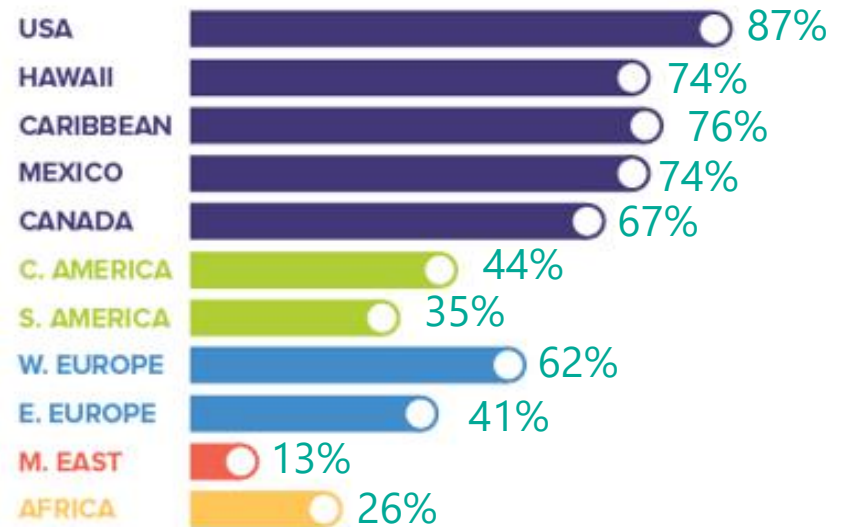
The Annual Education Invitational offers the highest level of networking available per dollar in the industry. The Invitational provides direct access to 200 of the most influential senior level corporate and incentive industry buyers/decision makers in the world with a nearly 1:1 partner/buyer ratio. Buyers enjoy the opportunity to meet with the leading industry travel suppliers and experience the extraordinary destination in new and meaningful ways. Of the 200 hosted buyers in attendance, there is representation from 150 different incentive and meeting companies, 65% of the attendees are Vice President level and above and 86% are involved in purchasing or are the final decision maker for their organization.

IRF 2021 PARTNERSHIP



THE EDUCATION INVITATIONAL


WHERE OUR BUYERS HOST PROGRAMS:



OUR HOSTED BUYERS:

 **14K**
MEETINGS & EVENTS

\$1.1Bil AGGREGATE
in meetings and incentive travel space

 spend **PER BUYER**
average **\$6.2+mil**
median **\$6 mil**

From the 2019 event

IRF 2021 PARTNERSHIP



THE EDUCATION INVITATIONAL



Event Partnership			
Levels	Ruby	Platinum	Silver
Spend	\$45,000+	\$9,000+	\$4,500
Onsite representatives	10+	2-9	1
Auction donation	Minimum \$3,000 USD FMV per representative or \$1,000 USD Buyout per representative		

Partner Benefits:

- Right to use the IRF logo on website year-round
- Logo recognition under partner level on the IRF Invitational website
- Logo recognition on IRF Partnership signage prominently throughout the event
- Logo recognition on all activation event signage, displayed during designated time (when applicable)
- Logo recognition, company contact information, and company description in the mobile app (Note: Only one logo will be recognized per contract)

THE EDUCATION INVITATIONAL

Activation Opportunities:

Keynote Partner

1 Available
\$5,000.00 USD



Benefits:

- Opportunity for up to two (2) minutes of stage time to introduce session speaker or show promotional video.
- Opportunity to provide marketing material and/or amenity in General Session room for up to 550 attendees. Gifts/materials would be at the expense of the partner organization.
- Logo visibility on Education Day screens.

Breakout Partner

4 Available
\$2,000.00 USD



Benefits:

- Opportunity for up to one (1) minute of stage time to welcome attendees and introduce session moderator or speaker.
- Opportunity to provide marketing material and/or amenity on tables or chairs in assigned session room for up to 120 attendees. Gifts/materials would be at the expense of the partner organization.
- Logo visibility on session signage.

Research Highlight Partner

1 Available
\$2,000.00 USD



Benefits:

- Opportunity for logo visibility on prominent signage throughout event space (minimum of (3) signs/decals).
- Signage to highlight real applications of IRF Research used throughout the event.

IRF 2021 PARTNERSHIP



THE EDUCATION INVITATIONAL

Activation Opportunities Continued:

Branding Partner*



Hand Sanitizer: \$3,000.00 USD

Includes either your logo on sanitizing stations or on individual bottles



Face Masks: \$7,500.00 USD

Includes your logo on face cover or mask provided to all IRF attendees



Lanyards: \$5,000.00 USD

Includes your logo on name badge lanyards provided to all IRF attendees



Tote Bags: \$12,500.00 USD

Includes your logo on custom bag provided to all IRF attendees



Apparel Experience: \$12,500.00 USD

Includes your logo on custom bag provided to all IRF attendees

Benefits:

- Recognition as a Branding Partner in all related marketing collateral, including signage.
- Opportunity to distribute branded collateral to up to 550 attendees on Arrival Day.

* Branded items to be sourced and secured by the IRF. Exact products and logo placement to be mutually agreed upon by partner and the IRF.

THE EDUCATION INVITATIONAL

Activation Opportunities Continued:

Experience Partner*

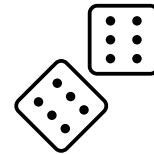


Hospitality Suite

\$2,000.00 USD

Benefits:

- Opportunity to host an experience area during a daytime Hospitality Suite.
- Reserved table and logo visibility on table signage.
- Opportunity to provide marketing material and/or amenity at reserved table for up to 550 attendees.

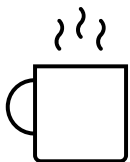


Late Night Lounge Game

\$2,000.00 USD

Benefits:

- Opportunity to host an experience area during a daytime Hospitality Suite.
- Reserved table and logo visibility on table signage.
- Opportunity to provide marketing material and/or amenity at reserved table for up to 550 attendees.



Coffee Break

\$2,000.00 USD

Benefits:

- Opportunity to create an experience during Education Day break – Morning or Afternoon.
- Opportunity to provide marketing material and/or amenity at reserved table for up to 550 attendees.

***NOTE:** *The daily Hospitality Suites, Late Night Lounges, and Education Day Breaks are underwritten by the host property and as such these functions will be published in the agenda with "Sponsored by JW Marriott Marco Island Beach Resort." Your activation as an Experience Partner will take place within this sponsored function. Any gifts/materials would be at the additional expense of the partner organization.*

THE EDUCATION INVITATIONAL

Activation Opportunities Continued:

Cabana Day Partner



Beach Chickee Hut

\$2,000.00 USD



Benefits:

- Recognition as a Cabana Day Partner in all related marketing collateral, including signage.
- Opportunity to provide promotional material and/or gift amenities for up to 550 attendees at designated activity. Gifts/materials would be at the additional expense of the partner organization.
- Each Hut includes padded chaise beach loungers and end tables. Custom setup available upon request.
- Food & Beverage not included in this activation (available at an additional cost). No F&B minimum required.
- Add-ons include specialty F&B, and beachside games such as cornhole, bocce, giant chess, Jenga and more. Also available are custom logo koozies, custom sand logo or sand sculpture. Pricing varies based on logo size and detail.

IRF 2021 PARTNERSHIP



THE EDUCATION INVITATIONAL

Activation Opportunities Continued:

Wellness Partner \$2,000.00 USD

Beach Yoga

Greet the day with this multi-level yoga class on the ocean front and enjoy all the beauty the sea and wildlife offer you as the sun rises. Practicing on the sand brings new awareness to alignment and a whole new understanding of balance as the earth subtly shifts beneath your feet.

5K Beach Fun Run

This is a wheel-measured, timed 5K that takes place on the beautiful Gulf of Mexico beach. The 5K course is suitable for all ranges of participants. The course starts at the JW Marriott beach, heads North to Tiger Tail beach where staff will turn the runners around to run back by Resident's Beach to the JW Marriott finish line. Cold beverages will be provided at the turnaround point.



Custom Wellness and Giveback opportunities available. Reach out to Sheila Mires smires@theirf.org to discuss.

Giveback Partner

\$5,000.00 USD

CSR – Empty Bowls

This is a fun and creative way to give back to our host destination of Southwest Florida! Attendees will paint empty bowls during this event, "To create awareness and raise funds to eliminate hunger in our community one bowl at a time". Empty Bowls Naples has been a major fundraising event to feed the hungry of Southwest Florida and has become one of the largest Empty Bowls events in the United States.

Benefits:

- Recognition as a Wellness or Giveback Partner in all related marketing collateral, including signage.
- Opportunity to provide promotional material and/or gift amenities for up to 150 attendees at designated activity. Gifts/materials would be at the additional expense of the partner organization.

EVENTS

THE LEADERSHIP INSIGHTS FORUM

October 11-13, 2021 | Boston, Massachusetts



The 2021 IRF Leadership Insights Forum is targeted to an elite group of C-suite incentive house and end-user executives with responsibilities for engagement and motivation programs. During the two-day experiential event, 60 attendees will have access to pre-released IRF research and participate in insightful facilitated discussions.

An exclusive education and networking event. There are only four Platinum Partner Opportunities available. This is a unique opportunity to spend time with incentives industry professionals in a collaborative setting.

THE LEADERSHIP INSIGHTS FORUM



Encore Boston Harbor | October 11 – 13, 2021

Platinum Partner
4 Available

\$10,000.00 USD

Benefits:

- Two (2) registrations to the event
- Logo recognition on all related marketing collateral
- Logo recognition on event webpage and registration thank-you email
- Verbal and Logo recognition from stage

CONTACT US

Interested in Hosting an IRF event? Request an RFP.



Contact **Sheila Mires**, smires@TheIRF.org