## 2020 IRF Research Advocacy Partnerships

**Premium Partnership ($11,000 USD)**

11 Opportunities

Partnership includes the following recognition:

- Logo recognition with link to company site on general research landing page
- Choice of Study where recognition takes place
- Logo recognition and one dedicated promotional slide on any related PowerPoint/Webcast(s) (any supporting material)
- Text recognition in dedicated research press release
- Weekly (4) sponsor thank-you social media post
- Logo recognition and 50 word company description on dedicated research e-blasts
- Logo recognition on any dedicated research infographic or webinar pages
- In-person speaking engagement or webinar from IRF representative, travel costs not included

### January

**The IRF 2020 Trends Study**
A qualitative review of the top trends impacting incentives and rewards in 2020.

### February

**The IRF 2020 Wellness in Meetings and Incentive Travel Study**
A look at prioritization and implementation of wellness in incentives and meetings based on IRF’s database survey.

### March

**What Top Performing Companies Do Differently for Incentives and Rewards (Overall Findings)**
Broad analysis of how top performing firms design their incentive and rewards programs differently than all others.

### April

**Measuring Success: How to Analyze Incentive and Reward Programs**
A look at the wide range of indicators being used to determine if incentive programs are successful, including ROI, soft metrics, and attendee feedback.

### May

**Global Disruption in the Incentives Industry / Toolkits**
A review of threats to running incentive programs, including data security, tariffs, travel hazards, politics, economic downturns.

### June*

**Top Performer Study: Manufacturing**
Summary report of how top performing manufacturing companies design their incentive and rewards program, with comparison to overall top performer benchmarks.

**Top Performer Study: Technology**
Summary report of how top performing technology firms design their incentive and rewards program, with comparison to overall top performer benchmarks.

**Top Performer Study: Financial Sector**
Summary report of how top performing financial services design their incentive and rewards program, with comparison to overall top performer benchmarks.

### July

**The IRF’s Top Trends in Incentive Program Design**
How successful incentive programs are designed, measured, analyzed, and reported to management.

### August

**Incentive Travel Toolkit**
An overview, including benchmarks, best practices and the “greatest hits” that IRF has on incentive travel. Will include both milestone studies as well as studies from the last two years.

### September

**2020 Incentive Travel Industry Index**
A wide-ranging study of the state of the incentive travel industry: a historical snapshot of where the industry has come from and a predictive hypothesis of where it is going.

### October

**The IRF Points Study**
Best practices and creative uses of points to motivate and reward program participants. Included how to use points to engage more participants, “nudge” desired behavior, and deliver personalized rewards.

### November

**Reward Preferences: Making a Lasting Impact on Incentive Program Participant**
A comprehensive review of how to select and present rewards that will increase motivation. Will include personalized merchandise, customized experiences, and immediate gratification via new payment technologies.

### December

**Industry Outlook for 2021: Merchandise, Gift Card, and Event Gifting**
Incentive industry outlook, including benchmarks, preferences, trends in merchandise, gift cards, and event gifting.

**The IRF Quarterly Academic Review**
Full review of all academic studies related to incentives, rewards and recognition in 2019. (Includes 3 quarterly releases as well in Q1, Q2, and Q3)

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> Activate your partnership today by emailing sponsorship@theIRF.org.