

# **GLOBAL FM**

# **Sponsorship Package**

# **2012**





## ABOUT GLOBAL FM

Founded in 2006, Global FM - Global Facility Management Association - is a worldwide federation of member centric organizations committed to providing leadership in the facilities management profession. As a single united entity promoting facilities management, Global FM is a conduit for furthering the knowledge and understanding of facilities management and the sharing of best practices, resulting in added value to the individual members of each member organization.

**Vision:** Global recognition of facilities management profession.

**Mission:** Promote the strategic value and progress of the Facilities Management profession by leveraging the Global FM member associations' strengths, knowledge and experience.

Global FM members serve all major FM markets in strategic parts of the world: Association des Directeurs et Responsables de Services Généraux (ARSEG); Associação Brasileira de Facilities (ABRAFAC); International Facility Management Association (IFMA); British Institute of Facilities Management (BIFM); South African Facilities Management Association (SAFMA); Hungarian Facility Management Society (HFMS); Facility Management Association of Australia (FMA Australia) and Middle East Facilities Management Association (MEFMA). Global FM signed in 2010 an affiliation agreement with the European Facility Management Network (EuroFM).



*A worldwide alliance of member-centered facilities management organizations, providing leadership in the advancement of the FM profession*

**For more information on the Global FM Sponsorship Package 2012, please contact Global FM Headquarters:**

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## GLOBAL FM SPONSORSHIP PACKAGE

### GET KNOWN IN THE FM WORLD WITH GLOBAL FM

Global FM sponsorship package is available to any organization wishing to support Global FM in the promotion of the FM industry and profession on a global basis. For this purpose, we have developed a comprehensive package, offering different options.

This collaboration with Global FM on its annual activities will allow you to raise the visibility and profile of your corporation as well as to establish relevant business opportunities and contacts, while contributing to a greater recognition of FM and stronger awareness to its relevance on the day-to-day life.

The **Yearly Sponsorship Package** has been developed to enable corporations to promote their brand throughout the entire year with Global FM. The yearly sponsorship package comprises five main features:

- International Workshops (six workshops have been confirmed)
- Global FM Awards for Excellence in Facilities Management
- World FM Day
- Global FM Publications: Correspondent Member Manual
- Global FM Communication Channel: Website

The **Yearly Sponsorship Package** is available at € 15,000, comprising all Global FM events, publications and website as listed above.

With a view to meet everyone's needs as much as possible, Global FM also offers different sponsorship packages (**Base Sponsor Package**), where you can select the event you want to participate in, either the Global FM Awards for Excellence in Facilities Management, the World FM Day or the International Workshops held alongside to members' national events. These sponsorship packages are available at a lower fee of € 6.000 each.

A separate package just for the Correspondent Member Manual is also available at €500.

## GLOBAL FM ACTIVITIES & EVENTS

As part of our mission and vision for the FM profession, Global FM has been keen on bringing its members together and organizing activities to enhance the strategic value and progress of facilities management, contributing, this way, to a global recognition of the facilities management profession. With this in mind, Global FM organizes a series of annual events and activities aiming at raising the profile of the FM industry and profession worldwide:

### ◆ GLOBAL FM AWARDS FOR EXCELLENCE IN FACILITIES MANAGEMENT



With a view to both heighten the awareness of FM excellence and to provide an opportunity for sharing best practices on a global basis, Global FM organised in 2011 the second edition of the Global FM Award for Excellence in Facilities Management.

The awards decision is being presented virtually during World FM Day each year and recognizes the efforts of individuals or teams, who have made a positive contribution to the FM industry and profession. Global FM's Awards programme is only open to the winners of the Awards programmes of Global FM members. The objective is hence to award the best of best within FM.

In 2011, Global FM received thirteen awards submissions and selected three winners:

- **Platinum Award:** Innovation in Technology and Systems for Risk Management by Gary Hills, BBC Workplace – submitted by BIFM (UK)
- **Gold Award:** Innovation in Customer Service Using Technology, by Mark Paul, MITIE FM – submitted by BIFM (UK)
- **Silver Award:** Hines Green Office Tenant by Eduardo Barbosa de Oliveira; Sandra Alexandre Costa and Felipe Lobo, Hines Gerenciamento de Propriedades Ltda – submitted by ABRAFAC (Brazil)



Platinum Winner - BBC Workplace



Gold Winner - MITIE FM



Silver Winner - Hines Green Office

## ◆ INTERNATIONAL WORKSHOPS



**Global FM International**  
WORKSHOPS

Parallel to Global FM members' conferences, Global FM organizes International Workshops and brainstorming sessions with the aim of getting the FM industry together to discuss relevant topics affecting the industry and profession.

These workshops have been a remarkable success and have been attended by international key players, both within Global FM and outside the organization.

In 2011, Global FM organized four International Workshops:

- 5 April, Nottingham, UK - hosted by BIFM during the Th!nk FM Conference
- 23 May, Vienna, Austria - hosted by EuroFM during the EFMC Conference
- 19 October, São Paulo, Brazil - hosted by ABRAFAC during ABRAFAC's Congress & Expo
- 28 October, Phoenix, AZ, USA - hosted by IFMA during IFMA's WWP



In 2012, six Global FM International Workshops are already foreseen to take place. Global FM is very excited with the opportunity of visiting other countries, such as Australia and the UAE. Other Global FM Members may decide to host in their countries a Global FM International Workshop as well. Please check Global FM's website for more dates and locations.

- Dubai, UAE, March 2012 - hosted by MEFMA, during MEFMA's Annual Conference & Exhibition
- Paris, France, April 2012 - hosted by ARSEG during ARSEG Bureau Expo
- Canberra, Australia - May 2012 - hosted by FMA Australia during Ideaction
- London, UK - 18 June 2012 - hosted by BIFM during Th!nk FM Conference
- Brazil, October 2012 - hosted by ABRAFAC during ABRAFAC's Congress & Expo
- San Antonio, Texas, USA - November 2012 - hosted by IFMA during IFMA's WWP

## ◆ WORLD FM DAY - 28 JUNE 2012



In 2009, Global FM launched its first World FM Day which will be celebrated each year from now on, on the third Thursday of June. With this event, Global FM aims at raising the FM's profession profile around the globe, promoting facilities management's ideals, not only within the profession and industry, but also among the governments and the general business community.

Global FM member organizations hosted public events around the world to bring attention to the important role facilities management plays in business strategies and in achieving environmental sustainability.

In the previous three editions, World FM Day was celebrated through events such as a lunch on a *bateau mouche* on the river Seine in Paris, a breakfast at Google's headquarters in London, a soccer tournament with twenty different teams in Switzerland, seminars and workshops all over the world, as well as sufficient media coverage on facebook, twitter, google maps, Global FM website, among others.



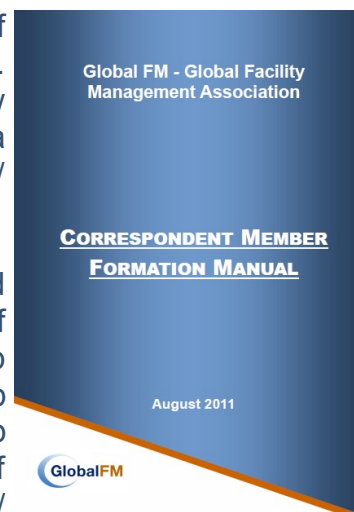
Like in previous years, the common element to all the events was the World FM Day Video ([www.youtube.com/watch?v=OrCG3X1x1nw](http://www.youtube.com/watch?v=OrCG3X1x1nw)), which featured a message of Global FM's Chair Teena Shouse and of facilities managers in different parts of the world.

## GLOBAL FM PUBLICATIONS

### ◆ CORRESPONDENT MEMBER MANUAL

Global FM is committed to supporting the successful establishment of new FM associations in countries where no FM associations exist yet. In order to facilitate this process, Global FM has created a new membership category “Correspondent Member”, which is defined as a facilities management focused, not for profit association, in a country/region where such a structure is not yet in place.

In order to support these countries/regions, Global FM has developed a mentoring process for the individuals/associations in process of creation to support their efforts. Furthermore Global FM’s leadership has put together a manual that provides concrete step-by-step explanations and guides emerging associations through their set-up process. The manual contains the knowledge and experience of association leaders around the globe and covers concrete questions/situations emerging associations have to handle.



## GLOBAL FM COMMUNICATION CHANNEL

### ◆ GLOBAL FM WEBSITE [WWW.GLOBALFM.ORG](http://WWW.GLOBALFM.ORG)



Global FM’s public face is its website, which showcases all members and its various activities.

The website also includes Global FM’s Resource Center, which is a global knowledge tool, gathering studies, background information and best practices on various topics (sustainability, education, innovation, government impact etc) from around the world.

The Global FM website has a monthly average of 7000 visitors and 14000 pages viewed.

## YEARLY SPONSORSHIP PACKAGE (€ 15.000)

*Three yearly sponsorship packages are available on a 'first-come, first-served' basis. Each sponsor will be asked to choose a Headline Status, which will provide him with extra visibility during the event chosen:*

- Headline Sponsor for the World FM Day
- Headline Sponsor for the Awards for Excellence in FM
- Headline Sponsor for the International Workshops

### PACKAGE BENEFITS:

- Sponsor logo to be used in:
  - All promotional materials of all events (Awards, World FM Day & International Workshops)
  - In a premium position of the Global FM website section dedicated to each event, together with:
    - Company profile
    - Link to company website
  - Pre and post event press releases and related publicity
  - Slide shows/videos of all 3 main events;
  - Back cover of the Correspondent Member Manual
  - Homepage of Global FM website as the yearly sponsor partner of Global FM
- Exhibition stand at one of the Global FM Members' Conferences (Siseg Expo - France; Th!nk FM Conference - UK; Ideaction - Australia; WWP - USA). The maximum floor area is of 3m x 2m. The stand does not include carpeting, furniture, electricity, or internet access.
- 1 page report covering the outcome of the event you are the Headline Sponsor of, in two different magazines of Global FM Members. The magazines available are ARSEG Info; BIFM FM World; FMA Facilities Perspectives and IFMA Facility Management Journal.
- Company representative to create a communication (maximum 200 words) to be used during the event you are the Headline Sponsor of (for instance speaking slot at the Awards or the World FM Day video)
- Company representative to be one of the speakers at one of the International Workshops
- Statement of sponsors' CEO/company representative on the benefits of creating and participating in an FM Association to be included in the concluding remarks of the Correspondent Member Manual

### PRICE:

- €15.000
- 10% discount applies to companies that are members of at least 1 Global FM member (national association)

## **BASE SPONSORSHIP PACKAGE – OPTION 1 (€ 6.000)**

**Global FM Awards for Excellence in Facilities Management - 28 June 2012**

### **BENEFITS:**

- Sponsor logo to appear on all promotional material related to the Global FM Awards for Excellence in Facilities Management distributed via the Global FM network
- Sponsor logo to appear in the dedicated Global FM website section for the Global FM Awards for Excellence in Facilities Management
- Sponsor logo to appear at slide show/video when awards are virtually presented
- 1 page report covering the outcome of the event in one edition of a Global FM Member's magazine. The magazines available are ARSEG Info; BIFM FM World; FMA Facilities Perspectives and IFMA Facility Management Journal

### **PRICE:**

- € 6.000
- 10% discount to companies that are members of at least 1 Global FM member (national association)

## **BASE SPONSORSHIP PACKAGE – OPTION 2 (€ 6.000)**

**World FM Day - 28 June 2012**

### **BENEFITS:**

- Sponsor logo to appear on all promotional material related to World FM Day distributed via the Global FM network
- Sponsor logo to appear on the dedicated Global FM website section for the World FM Day
- 1 page report covering the outcome of the event in one edition of a Global FM Member's magazine. The magazines available are ARSEG Info; BIFM FM World; FMA Facilities Perspectives and IFMA Facility Management Journal
- Sponsor logo to appear on the World FM Day video, which will be broadcasted during all national events and promoted on Global FM website and on other social networks such as Facebook and Twitter

### **PRICE:**

- € 6.000
- 10% discount to companies that are members of at least 1 Global FM member (national association)

## **BASE SPONSORSHIP PACKAGE – OPTION 3 (€ 6.000)**

**International Workshops - UAE, France, Australia, UK, Brazil & USA\***

**BENEFITS:**

- Sponsor logo to appear on all promotional material related to the International Workshops distributed via the Global FM network
- 1 page report covering the outcome of the event in one edition of a Global FM Member's magazine. The magazines available are ARSEG Info; BIFM FM World; FMA Facilities Perspectives and IFMA Facility Management Journal
- Sponsor logo to appear on the dedicated Global FM website section for the International Workshops
- Sponsor logo to appear at the International Workshops slide show presentation

**PRICE:**

- € 6.000
- 10% discount to companies that are members of at least 1 Global FM member (national association)

## **BASE SPONSORSHIP PACKAGE – OPTION 4 (€ 6.000)**

**Correspondent Member Manual**

**BENEFITS**

- Sponsor logo to appear on the back cover of the Correspondent Member Manual
- Statement of sponsors' CEO/company representative on benefits of creating and participating in an FM association to be included in the conclusion remarks of the Correspondent Member Manual

**PRICE:**

- € 500

\* Please note that for the time being these six International Workshops are confirmed, but other International Workshops may take place in other countries, where there is a Global FM Member. Please check with Global FM Headquarters for updates.

**For more informations on the Global FM Sponsorship Package 2012, please  
contact the Global FM Headquarters:**

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E&OE

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