



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:

- Publication's development and dissemination**
- Exploratory research projects**
- Special workshops and conferences**
- Webinars and speaker engagements**
- Power User[®] subscription**
- Benchmarking workshops**

Your Support Matters

IFMA is your go-to source for trusted research and insights that help keep the facility management industry resilient and ready for the future. As an IFMA sponsor, you'll play a key role in driving growth, encouraging innovation, and navigating challenges and opportunities across the FM world. By supporting meaningful research and benchmarking projects, you'll directly boost the industry's performance and position your brand as an essential partner to facility management professionals everywhere.



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



BGIS





Informed Leadership

IFMA's Research and Benchmarking products equip **FMs** with the knowledge they need to **lead by example**.



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

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

Benchmarking Interests

Global Operations & Maintenance

- Maintenance Costs
- Janitorial Costs
- Utilities Costs
- Sustainability Costs
- Artificial Intelligence

Space Planning

Healthcare Operations & Maintenance

FM Compensation Benchmarks

Workplace Amenities

Outsourcing

Custom Benchmark Studies



How Sponsorship Benefits You

By sponsoring IFMA's Research and Benchmarking initiatives, your organization will not only gain valuable brand exposure but also contribute to advancing knowledge and innovation within the FM industry. Here are a few key advantages:

Expanded Market Reach

By sponsoring reports that address global trends and challenges, your company can penetrate new markets and demographics within the FM industry. These reports are consumed by a targeted audience of FM professionals, allowing your brand to connect with decision-makers and influencers in a meaningful way. This targeted engagement and expanded reach helps attract new customers, strengthen relationships with existing ones, and increases the likelihood of your brand being considered for future business.

Gain Visibility and Awareness with Key Stakeholders

Sponsorship provides exposure to a global audience of FM professionals, including decision-makers, influencers and practitioners. Your company's name will be prominently featured in the reports and related materials, ensuring visibility among those who matter most in the industry.

Elevated Credibility and Trust

Your association with IFMA's authoritative reports signals credibility and reliability to industry professionals. These reports are widely respected for their rigor and accuracy, and sponsorship reflects your company's dedication to supporting high-quality research that benefits the entire FM ecosystem.



Enhanced Reputation and Brand Differentiation

Sponsorship sets your company apart by demonstrating your proactive involvement in shaping the future of FM. By supporting impactful initiatives, it shows that you are not just a participant but a driver of progress within the industry, which helps differentiate your brand in a competitive market.

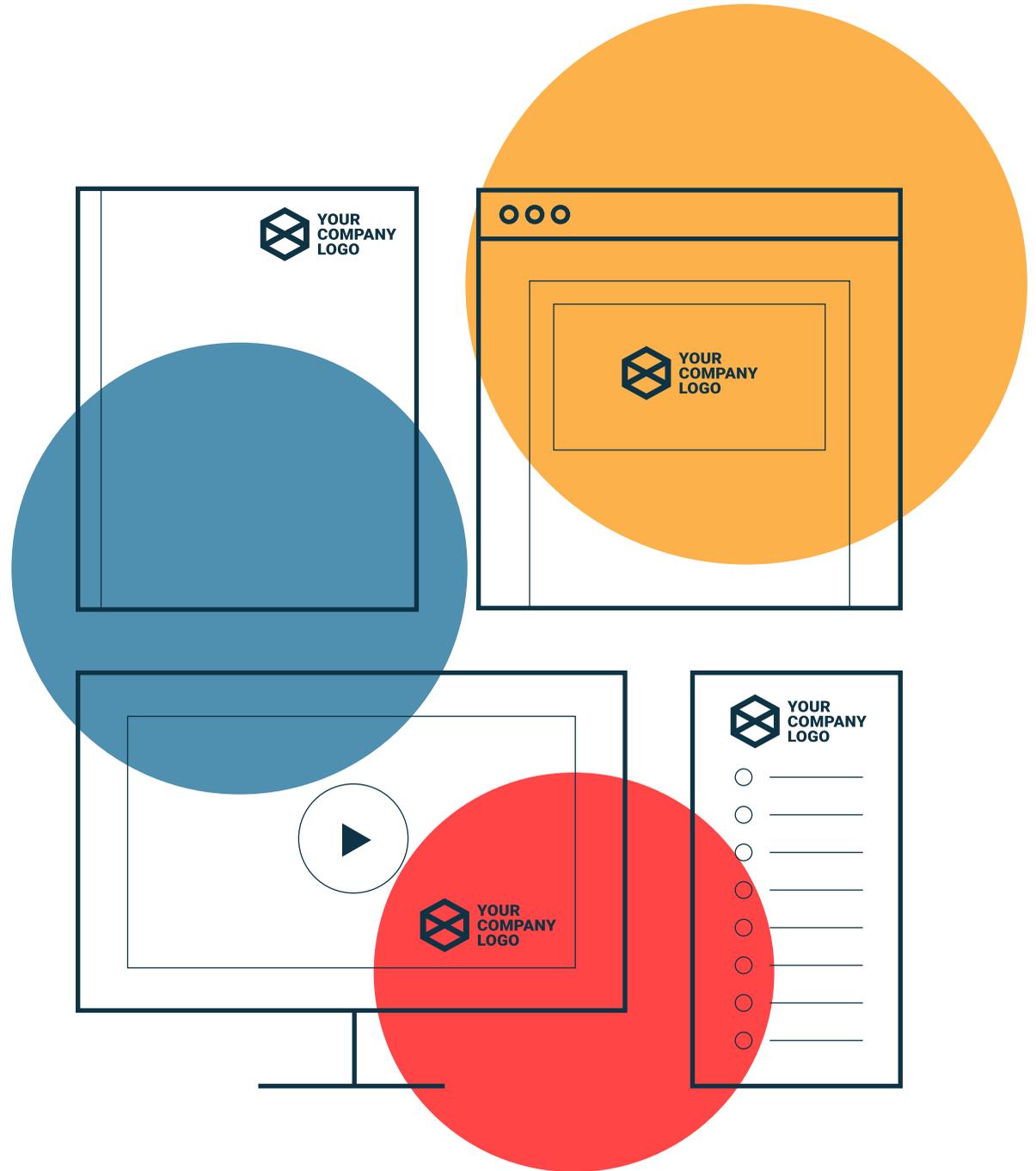
Data-Driven Insights

Access to the reports' findings allows your company to leverage critical data for strategic planning, product development, and marketing efforts. These insights can inform decisions that align with industry trends and customer needs.

Boost your brand, gain industry insights, and show leadership **by sponsoring IFMA's trusted FM research.**

Choose Your Sponsorship Level

IFMA's Research and Benchmarking offers several sponsorship options designed to highlight your company as a leader and champion in facility management. Depending on your level, you'll enjoy great perks like press coverage, spotlight features in newsletters, sponsor-led webinars, and even opportunities to help shape industry surveys. It's all about showcasing your expertise while connecting meaningfully with the FM community.



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
BRANDING IN REPORT AND PRESENTATIONS				
Company Logo				
In final report	On cover	Inside report	Inside report	Name only inside report
In webinar presentation	Logo	Logo	Name only	Name only
Advertorial in final report	2 pages	1 page	1/4 page shared	-
Presentation at IFMA Conference of sponsor's choice	1	-	-	-
Article in FMJ or Connected FM Blog summarizing report	Logo + hyperlink	Logo + hyperlink	Logo + hyperlink	-
ENGAGEMENT OPPORTUNITIES				
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	-
COMMUNICATIONS AND PROMOTIONS				
Ad on IFMA website	Digital Ad	Digital Ad	Digital Ad	-
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	-
DELIVERABLES				
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.



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.

Operations & Maintenance Reports Underway for Multiple Regions

Support the most authoritative global benchmarking in facility operations and maintenance (O&M). Over the next 12 months, our research team will deliver region-specific reports that decision-makers worldwide rely on for strategic planning. Each report offers actionable insights into maintenance, janitorial, utilities and security costs—analyzed through critical variables including facility age, size, condition and location, and supplemented with innovative new metrics. Sponsorship ensures your brand becomes integral to essential resources for FM industry professionals across the globe. Regional reports available for sponsorship include:

- **Asia**
- **North America**
- **The Middle East**
- **Africa**
- **South America**
- **Central America**
- **Europe**
- **Overarching Global O&M**

Global FM Salary and Benefits Report

Position your organization at the forefront of workforce intelligence by sponsoring IFMA's Global Salary and Benefits Report. This essential benchmarking tool delivers unparalleled insights into salaries, bonus structures, benefits packages and demographic factors affecting compensation in the FM industry worldwide—intelligence that organizations and professionals rely on for critical hiring and career decisions. Your support demonstrates commitment to excellence and thought leadership, helping both companies and FM professionals navigate compensation trends and workforce planning on a global scale.



FM Mentoring Program

Transform the future of facility management by supporting the development of tomorrow's leaders. This groundbreaking initiative addresses a critical industry need: structured mentorship that strategically pairs professionals based on complementary skills, experience and personality traits. As young professionals enter a field demanding expertise in sustainability, technology integration and risk management, your sponsorship will enable the creation of sophisticated matching methodologies derived from cutting-edge research on personality profiles and traits of exemplary facility managers. Sponsorship will play a critical role in driving the future of FM by helping to shape the next generation of FM leaders.

Return to Office Study

IFMA's research into the evolving role of facility managers in post-pandemic workplace reentry strategies by sponsoring IFMA's Return to Office Study. This timely research will assess facility managers' pivotal roles in creating safe, engaging and productive work environments. IFMA's research reveals that 57% of facility professionals lacked formal shutdown processes and 43% operate without formal reopening plans—highlighting the critical need for structured guidance. Sponsors receive prominent acknowledgment in this high-visibility report that evaluates timelines, tools and implementation strategies that facility managers need now to orchestrate successful workplace transformations. Your brand will be recognized as a leader in promoting workplace innovation and resilience.



FM Succession Planning

Secure your place as a thought leader in addressing one of facility management's most pressing challenges: workforce transition. Amid significant demographic shifts in the FM workforce, capturing and transferring institutional knowledge has never been more critical. Preliminary findings from IFMA's salary survey reveal an influx of new professionals entering the field—creating an unprecedented opportunity to capture institutional knowledge before it's lost. Your support helps establish frameworks for sustainable talent retention and leadership succession, preparing the industry to effectively meet future challenges. Sponsors gain recognition as forward-thinking organizations committed to stabilizing and strengthening the profession.

Workplace Amenities Report

Align your organization with cutting-edge workplace innovation by sponsoring IFMA's Workplace Amenities Report. Using IFMA's Workplace Amenities Strategies (2016), Space Planning (2020), and the on-going Space Planning (2023) reports, this study synthesizes emerging trends and strategies in physical and virtual workplace amenities, reflecting new norms and evolving workplace expectations. Your sponsorship highlights your commitment to enhancing workplace experiences to attract and retain talent and positions your brand as a proactive industry leader in this highly anticipated sector-specific analysis.



Planned Research Reports

- Global FM Outsourcing
- FM Succession Planning: What Makes an Excellent Facility Manager?
- Women in FM #3 – New Insights
- Circular Leadership – Insights from the Executive Summit 2025
- The Rise of the FM Analyst
- Facility Management as a Social Enterprise
- Global Facility Management Mentorship Program: A Blueprint for Sustainable Roll-Out, Impact Tracking & Long-Term Growth
- Global FM Software Snapshot: Adoption Trends, Integration Practices and Unmet Needs Gaps
- AI in Facility Management: Policy, Adoption and ROI

Planned Benchmarking Reports

- Operations and Maintenance Index reports
- Asia Operations and Maintenance Index report
- Middle East Operations and Maintenance Index report
- Africa Operations and Maintenance Index report
- Europe America Operations and Maintenance Index report
- South America Operations and Maintenance Index report
- Central America Operations and Maintenance Index report
- North America Operations and Maintenance Qualitative report
- Global Operations and Maintenance Index report



AI Workshop

During this immersive and interactive 4-hour workshop at IFMA's World Workplace, facility managers will explore the transformative power of artificial intelligence (AI) in their operations. This hands-on session focuses on practical applications, such as analyzing facility data, creating custom AI tools, automating workflows, and drafting Statements of Work (SOWs). By sponsoring this event, your company will align with cutting-edge technology and gain visibility among decision-makers actively seeking AI-driven solutions to enhance efficiency and productivity.

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



Showcase Your Strengths

Present to attendees and associate your company with actionable insights and industry transformation. Don't miss this opportunity to showcase your expertise and build relationships with forward-thinking leaders actively seeking your company's solutions.

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.

<p>SPONSOR \$7,500</p>
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.



RESOURCE ADVANTAGE PLATFORM

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 Advanced reports, and a PowerUser® subscription.

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

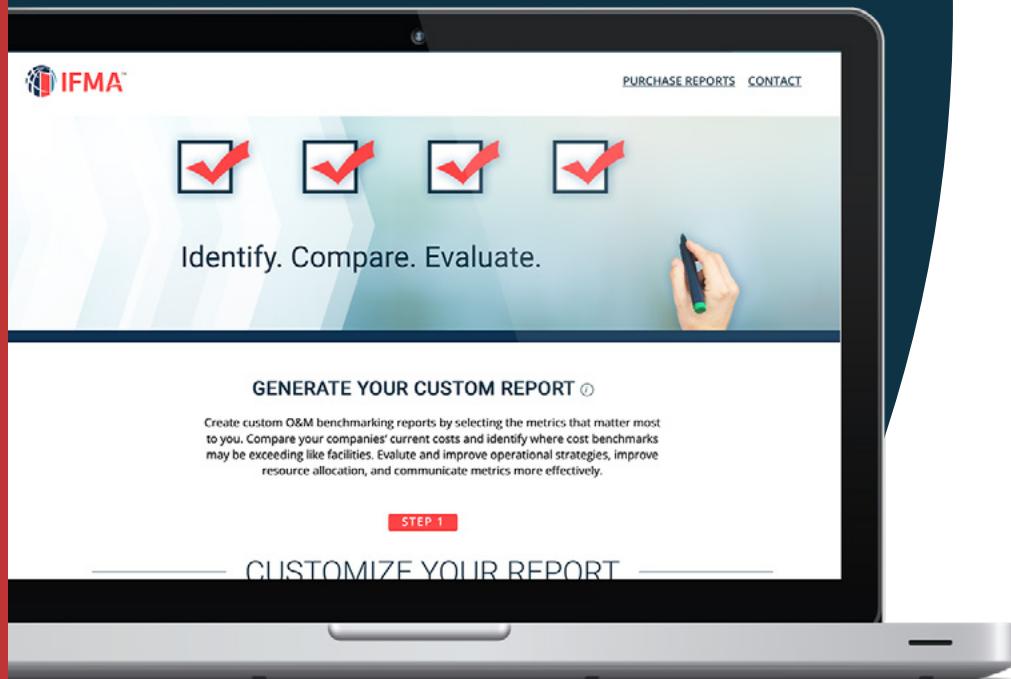
Support this valuable platform for FMs who need comparative tools to conduct their jobs. Based on the sponsorship/underwriting level, this opportunity gives interested parties three- to six-month access (up to a year) to newly populated data.

[EXPLORE THE PLATFORM](#) 



**RESOURCE
ADVANTAGE
PLATFORM**

Resource Advantage Platform Tools



Budget Tool

The FM budgeting tool is designed to assist facility managers in evaluating the viability and completeness of their budgets. This interactive tool, likely developed as a simple application or Excel file, will guide users through a series of questions and benchmarks tailored to common facility management budgeting needs. By gathering responses, the tool will provide insights, suggestions, and validation checks to ensure that the budget covers all essential areas and aligns with industry standards.

Salary Web Tool

IFMA's Salary Survey has had extremely high interest, given the overall number and breadth of responses (nearly 3,000 FMs participated in the study). The proposed project would seek to enhance the Resource Advantage Platform by incorporating an interactive tool that allows users to explore different compensation profiles of various FM industry job titles, level of responsibility, experience, educational levels, and more. It is anticipated that the user will generate visualizations and salary statistics along a variety of demographic profiles (location, industry sector, experience level, facility size, and more).

Operations and Maintenance Tool

Over the past several years, IFMA has collected new benchmarking data for Asia, the Middle East, and Africa. This project will seek to incorporate these data sets into the RAP site, as well as the Tableau systems.



Featured Reports

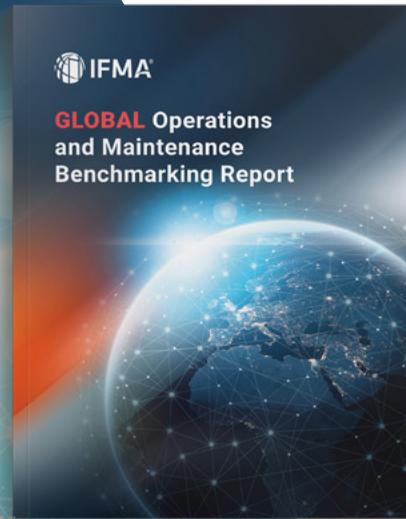
As sustainability, urban infrastructure, workplace innovation, and smart technology reshape our world, staying up-to-date has never been more important for facility managers. With a global community of 25 million professionals behind it, facility management has evolved from everyday operations into a strategic field. The reports highlighted here showcase valuable resources created by IFMA to help today's facility managers keep up with these new demands. These reports can also be translated into multiple languages to help you connect with your audience anywhere.



[Read Now](#) →

Insights into the Personalities of Facility Managers

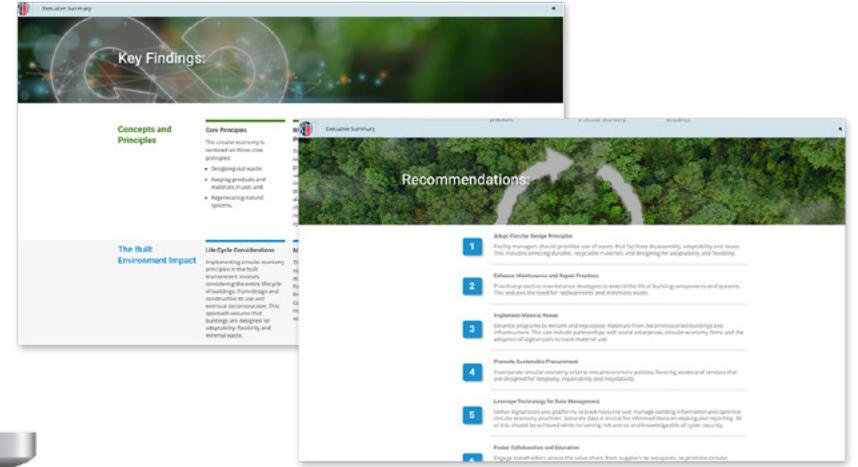
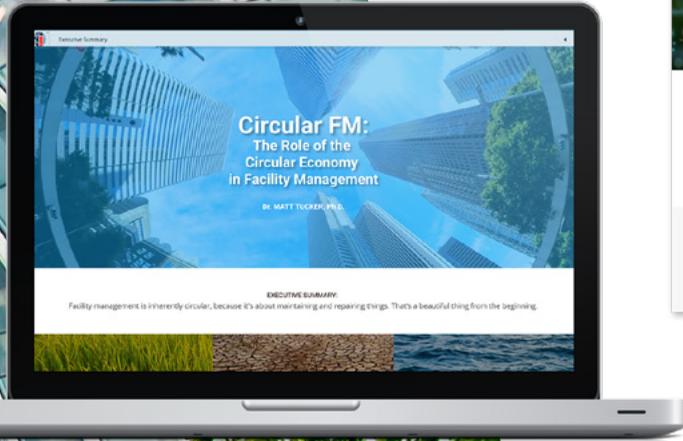
The International Facility Management Association (IFMA), in partnership with the Simplar Foundation, conducted a groundbreaking study on the personality traits, emotional intelligence, and behaviors of facility managers across diverse demographics. This research highlights key attributes such as honesty, humility, and emotional intelligence that drive success in the profession. By addressing workforce challenges and the need for effective succession planning, the report offers actionable insights to help organizations build stronger teams, improve industry best practices, and develop future leaders in facility management.



[Read Now](#) →

Global Operations & Maintenance Benchmarking Report

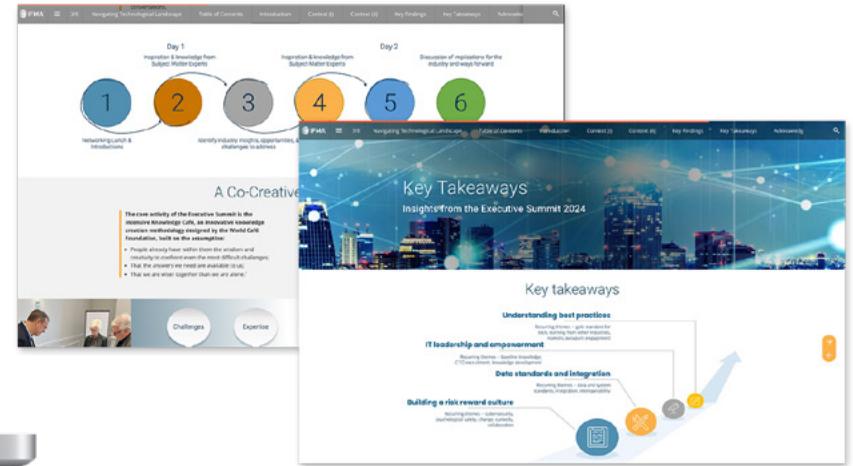
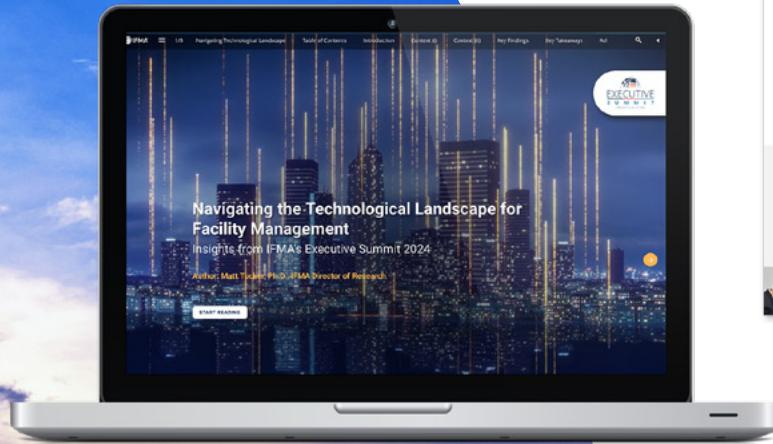
IFMA's Global Operations & Maintenance Benchmarking Report is a comprehensive resource for facility professionals seeking to optimize operational performance worldwide. Drawing on data from 2,608 survey responses spanning 34 countries and 54,000 buildings (totaling 2.3 billion square feet), this report provides inflation-adjusted benchmarks for janitorial, maintenance, and utility costs. It also includes performance metrics segmented by industry sector, building type, climate zone, ownership profile, and more. These insights empower facility managers to make data-driven decisions that enhance efficiency and cost-effectiveness.



[Read Now →](#)

Circular FM: The Role of the Circular Economy in Facility Management

Facility management is inherently circular, because it's about maintaining and repairing things—and that's a beautiful thing from the beginning. This report explores how adopting circular strategies can mitigate environmental impacts while driving sustainability in operations. It provides actionable recommendations for facility managers to implement circular practices, fostering a shift toward more sustainable industry standards.



[Read Now](#) →

Navigating the Technological Landscape for Facility Management

IFMA's Executive Summit brought together industry leaders to tackle pressing technological challenges in facility management. Capturing these insights, this report synthesizes intensive discussions among industry leaders about technology integration challenges, cybersecurity concerns and the transformative potential of AI in facility management. The findings highlight critical skill development needs and strategic approaches to drive positive industry change through technological advancement.



Early FM Involvement In Capital Projects

Many capital projects face costly inefficiencies and maintenance challenges due to late involvement of Facility Managers (FMs). When FMs are excluded from early phases—planning, procurement, design, and construction—key considerations such as material selection, maintainability, and lifecycle costs are often overlooked, leading to avoidable rework and increased operational expenses. This report highlights the benefits of involving FMs early, illustrating how their expertise enhances decision-making, reduces inefficiencies, and optimizes building performance through real-world examples and practical strategies.

Reports In Progress

Space Planning

Building on IFMA's 2020 Space Planning Benchmark Report, this updated research provides fresh metrics and introduces new benchmarks specifically addressing facility space planning and management technologies. The report equips professionals with data-driven insights to enhance decision-making and strengthen business cases for space optimization initiatives.

Life Cycle Costing Report

This comprehensive guide unlocks the full potential of life cycle costing (LCC) as a strategic tool for long-term cost optimization in facilities management. The report delves into LCC's integration with asset management practices and standards like ASTM E917-05 and ISO 15686-5. It also examines how AI-driven predictive maintenance can enhance budgeting accuracy and sustainability efforts. With case studies on energy management and asset optimization, this resource equips professionals with actionable strategies to align operational goals with financial performance.

Making the Case for FM to the C-Suite

Facility managers often face challenges when advocating for resources or funding within their organizations. This white paper addresses this gap by providing FMs with practical tools to craft persuasive business cases tailored for executive audiences. The research provides proven frameworks and communication strategies to develop compelling business cases that resonate with C-suite priorities, empowering facility professionals secure necessary funding, personnel and support for critical initiatives



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.



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