



I A V M **VMS**
VENUE MANAGEMENT SCHOOL

June 8 - 13, 2024
Wesley Chapel, FL

MEET THE **INFLUENCERS** *of* THE **VENUE INDUSTRY**

Join us as a sponsor of **Venue Management School** to engage with our faculty of industry experts - and our students, 350 venue professionals whose job titles are:

Asistant General Manager

Assistant Manager, Guest Services

Asistant Manager, Security

Booking Manager

Box Office Manager

Concessions Manager

Director of Client Services

Director of Events/Event Services

Director of Finance

Director of Food & Beverage

Director of Human Resources

Director of Marketing

Director of Operations

Director of Production

Director of Safety & Security

Director of Sales & Marketing

Director of Technology

Director of Ticketing

Director, Event Services

Director, Guest/Patron Services

Event Manager

Event Services Manager

Facility Services Manager

Guest/Patron Services Manager

Marketing Manager

Operations Manager

Security Manager

Senior Event Manager

Senior Sales Manager

Venue Services Manager

Contact us at sales@iavm.org to reserve your sponsorship today!

To learn more about IAVM, please visit iavm.org.



Welcome to **Venue Management School (VMS)**. VMS and the Leadership Institute (VMS-LI), are two of the leading professional educational programs available for venue managers. The curriculum is developed by the IAVM Board of Regents in cooperation with the IAVM Education Council. Those new to the industry, or managers looking to expand their overall understanding, will find solid principles and practices for venue management in the VMS program. Venue professionals can further expand their universe of management and leadership skills and understanding by attending the Leadership Institute. VMS is a week-long course taken for two consecutive years.

To further enhance their careers, 350 professionals highly dedicated to the industry gather to learn solid principles and practices based on topics such as:



- Event Management
- Life Safety
- Marketing & Advertising
- Crowd Management
- Guest Experience



- Leadership
- Cost Control
- Risk Management
- Strategic Business Planning
- Venue Law

Sponsorship Opportunities

Cost: \$5,000

(IAVM sourced & shipped)

\$2,750

(sponsor sourced & shipped)

Help make VMS a success! At the same time, make a statement bolding your brand.

- **Lanyards:** Your company logo is always on display and wrapped around the necks of one and all at VMS. Lanyards help showcase everyone's name badges so faculty and students can easily network and get to know one another. Lanyards are distributed at registration and are required to be worn all week long.
- **Notebooks:** Notetaking is a necessity in education. Supply the VMS student notebooks to include your company logo embossed on the cover. Include a QR coded post-it or postcard message inside to make an even greater impact.
- **Resort Keycards (QR Code Capable):** Immediately make an impression on everyone as they check-in to their resort room at VMS! Then stay top of mind as attendees continuously use the keycard to access their rooms throughout the week. As sponsor, you provide the keycard artwork and messaging, IAVM does the rest.
- **Water Bottles:** VMS faculty and students take sustainability seriously. Color customize and brand your logo on the water bottles faculty and staff will repeatedly use throughout VMS. Great on-the-go, the bottles give you continued exposure long after everyone returns to their venues. Further make your mark by including a gadget or marketing message inside each bottle!

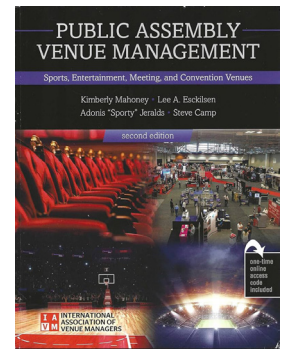
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Cost: \$2,750

Make it a partnership with Public Assembly Venue Management, the official VMS Textbook.

It's the resource for venue professionals who want to understand the fundamentals, best practices, and principles of venue management. The textbook is used by all students at VMS. Make certain they're aware of your educational support and products & services - advertise on the Cover Wrap adhered to each issue. You simply provide the artwork and IAVM makes certain your marketing message is highly visible.



Cost: \$18,000

Host the Poolside Party to make certain everyone has ALL of the FUN!

Everyone will gather poolside to engage and enjoy games, music, beverages, and appetizers. IAVM manages the logistics while you network and enjoy your time with VMS faculty and students.

Sponsorship package includes:

- (2) beverage tickets per guest, plus appetizers
- Games & music
- Sponsor logoed napkins served with all food and beverages
- Sponsor logo beach balls in pool
- Signature beverage
- Pull up banners throughout event (provided by sponsor)

Cost: \$6,500

Additional nightly networking event sponsorship opportunities are available. Contact sales@iavm.org for details.

- **Saturday:** Opening Reception
- **Sunday:** Venue Sector Dinner
- **Monday:** Dinner & Theme Party (*Theme TBD*)

All Sponsors Receive

- **Sponsor recognition with corporate logo prominently displayed on/in:**
 - The VMS website to include a hyperlink to your homepage or unique landing page
 - On-site event signage
 - On-screen at networking events & graduation
 - The VMS mobile app
- **Attendee postal mailing list provided 4-weeks prior to; and directly following VMS**
- **(1) complimentary VMS registration (does not include room & board)**
- **Poolside Party sponsor receives two complimentary registrations (does not include room & board)**

Scholarship Grantor Opportunity

Cost: \$12,500

Gain prominent global recognition in the venue industry when rewarding the highest achieving VMS student with a scholarship to VMA's Leadership Institute in Australia! Your scholarship funds afford the grantee attendance to the 2024 Venue Management Association Leadership Institute in November. Funds will be used exclusively to cover the student's travel expenses to include airfare, accommodations and tuition.

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