

**IFMA**



# Foodservice Leadership Council

## Align Your Brand With Foodservice Operator Leaders

In 2019, the International Foodservice Manufacturers Association (IFMA) created councils representing specific operator communities; **K-12, College & University, Business & Industry, Healthcare, and Restaurant Chains.**

These Foodservice Leadership Councils (FLC) provide a forum for leaders within these foodservice communities to learn, share and create new insights and best practices for each other and the industry. Each council has prioritized initiatives – some of which are unique to their segment, while others are shared across segments – and are developing actionable content that will drive incremental business, allow for greater supplier collaboration, and help their respective communities deliver greater value to the consumer.

### A Target Audience



As a sponsor of this program, your brand will be embedded into the work of these FLCs. You will have the ability to engage with the dedicated leaders of these important segments and be viewed as a thought leader and supporter within these communities.

**150+**  
FLC Members

Secondary & Elementary Schools  
FLC

College & University  
FLC

Business & Industry  
FLC

Healthcare  
FLC

Restaurant Chains  
FLC

### Sponsor Benefits Include

#### 12-Month

Engagement with specific FLC segment.

#### 1 Focus Group

Ability to host (1) virtual focus group to FLC members. Hosted on the IFMA platform, you will gain direct feedback with the ability to survey attendees.

#### FLC Meet-Up

FLC meet-up at COEX allowing you to foster relationships with FLC operators.

#### Contact Info

Contact information for FLC members in specified segment.

#### Vision 2025 Branding

Branding on Vision 2025 Deliverables. Unveiled at Presidents Conference 2023, you will have the opportunity to align your brand with the segment’s deliverable. The report will include the sponsor logo in its distribution.

#### FLC Live Conversation

Sponsor branding on two (2) FLC Live Conversation webinars attended by IFMA Members.

#### Sponsorship:

*Limit to three sponsors per FLC segment*

**\$9,500 per FLC Segment (12 months)**

*First come, first served*

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