

# Sponsored Research



Create a revenue-generating research program that is paid for by industry partners and can grow year over year. Produce timely and relevant research that helps your members achieve their business objectives.

Recommended semi-annually

## WHY

*The Importance*

## HOW

*The Approach*

## WHAT

*The Value*

- Boosts dues and non-dues revenue
- Draws attention to your association
- SEO, organic traffic, and PR
- Publication, advocacy efforts, gifts to members
- Custom opportunities for tiered sponsorship
- Choose from a variety of research study topics including, membership reviews, economic impact studies, sentiment indices, benefits and compensation studies, consumer research on hot topics, and research on advocacy topics that garners the attention of policymakers
- Data to support value proposition, advocacy efforts, PR, and marketing
- Revenue growth through sponsorship sales, non-member purchases, and increased membership sales
- Funding by sponsors leads to future partnerships



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**Big Red M** is an industry-leading consultancy for associations seeking revenue growth through sales and strategy. Annually, our company adds millions of dollars to the bottom lines of our clients.