

# Sponsorship Review



Evaluate current sponsor opportunities and find additional non-dues revenue opportunities. Assess internal processes for selling, executing, and fulfillment.

Recommended every 3 years

## WHY

*The Importance*

## HOW

*The Approach*

## WHAT

*The Value*

- Assess how you are meeting current needs of your sponsors
- Provide greater value to your sponsors
- Find enhanced sponsorship opportunities that lead to increased engagement and spend
- Conduct 1:1 in-depth interviews with sponsors
- Launch an online survey using interview results for all members to complete
- Analyze competitive landscape to assess opportunities to provide greater value to sponsors
- Analyze sponsor spend to identify trends and leverage sponsor re-packaging
- Detailed results of the survey
- Identification of differences in results by various demographic segments
- Recommendations for improving sponsor value
- Guidance on which sponsor opportunities to stop and start



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