

# big red



CONSULTING - NDR

## STRENGTHENING CORPORATE PARTNERSHIPS AT THE FEDERAL MANAGERS ASSOCIATION

→ A CONCISE CASE STUDY



### AT A GLANCE

#### CHALLENGES

- Identify new corporate partner prospects aligned with FMA's member base
- Refine FMA's partnership messaging to appeal beyond legacy sponsors
- Develop strategies to modernize and expand sponsorship offerings without alienating existing partners

#### BENEFITS

- Delivered a targeted list of high-fit sponsor prospects based on member demographics and partner alignment
- Refined messaging to help FMA better articulate its value to external stakeholders
- Provided strategic guidance for tiered sponsorship to protect long-term relationships while encouraging new partners

### OBJECTIVES

FMA wanted to identify new corporate partners that aligned with its membership base and could bring in **sustainable non-dues revenue**. They aimed to refine their partnership messaging so it would appeal not just to legacy sponsors but also to potential new partners.

Additionally, FMA needed **strategies to modernize and expand sponsorship offerings** without risking relationships with long-standing partners. With limited internal staff and turnover challenges, they sought guidance from an external team capable of delivering a detailed, actionable plan.

Ultimately, FMA's goal was to strengthen corporate partnerships, grow non-dues revenue, and ensure future sponsorship efforts were strategic, measurable, and sustainable.

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### SOLUTIONS



What set Big Red M apart was their specificity and willingness to go deep before asking for a commitment. I trusted them. They helped us sharpen our message and came back with a much more plausible and actionable prospect list.

#### TODD WELLS

Executive Director, FMA

Big Red M began with a deep consultation to understand FMA's structure, partner history, and strategic goals at no initial cost. Our team analyzed FMA's current corporate partners, pricing tiers, and engagement methods to identify opportunities for growth.

We then developed a **tailored prospecting plan with detailed partner personas** and actionable guidance for modernizing FMA's value proposition to potential sponsors. Our approach balanced protecting long-term relationships while **encouraging new partner acquisition.**

Throughout the engagement, we provided strategic guidance for tiered sponsorship offerings, refined messaging for external stakeholders, and delivered a concrete list of high-fit sponsor prospects based on demographics and alignment.