

big red



SPONSORSHIP SALES

EXHIBIT SALES

ACCELERATING SPONSORSHIP GROWTH FOR THE ASSOCIATION OF SCHOOLS AND PROGRAMS OF PUBLIC HEALTH (ASPPH)

→ A CONCISE CASE STUDY

ASPPH

AT A GLANCE

CHALLENGES

- Limited internal staff capacity to proactively reach a diverse pool of potential sponsors and exhibitors.
- Need for strategic, year-round revenue development beyond ad hoc efforts.
- Rapid timelines requiring immediate revenue growth rather than lengthy planning cycles.
- Sales outreach was inconsistent and spread across staff with competing priorities.

BENEFITS

- **200% year-over-year increase** in sponsorship and exhibit revenue.
- Strong collaboration between Big Red M and ASPPH staff to maximize results.
- High-quality, **consistent sponsor and exhibitor engagement.**

OBJECTIVES

ASPPH faced a growing challenge: their internal team had limited capacity to focus consistently on expanding sponsorship and exhibit revenue. Their existing outreach was fragmented, with staff handling sales alongside other responsibilities, leaving opportunities untapped.

The organization wanted to implement a focused, **year-round revenue strategy** that could deliver tangible results quickly. They needed a partner who could seamlessly integrate with their team, understand their mission, and execute proactive outreach to aligned prospects.

Ultimately, ASPPH's goal was to secure more sponsors and exhibitors for both their annual meeting and year-round programming, generating meaningful revenue to support their public health mission without overburdening internal staff.

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SOLUTIONS



“Big Red M really took it upon themselves to better understand what ASPPH stands for, what our values are, and understand the work that our members do. And then they went the extra mile to really figure out the best potential sponsors and were dogged about going after and securing them.”

TIM LESHAN

Chief External Relations & Advocacy Officer, ASPPH

Big Red M embedded with ASPPH as a fully integrated partner, providing dedicated resources and a research-informed sales approach. A designated Account Executive worked to understand ASPPH’s mission, values, and member community, ensuring outreach aligned with organizational goals.

The team executed targeted, persistent outreach to carefully identified prospects, maintaining high-quality follow-up and fostering strong sponsor and exhibitor relationships. This approach allowed ASPPH staff to focus on their core responsibilities while benefiting from specialized sales expertise.

The results were immediate and measurable. The partnership delivered a **200% increase in sponsorship and exhibit revenue year-over-year**, strengthened collaboration between internal and external teams, and ensured exhibitors had a seamless, positive experience with no complaints about the sales process.