

## **Association Corporate Sponsorship Program Self-Assessment**

**Answer YES or NO to the following questions about your sponsorship program:**

1. Has it been more than two years since your sponsorship program was evaluated?
2. Are your association's board and staff reluctant to actively support your sponsorship program?
3. Does your sponsorship program use traditional tiered levels like Platinum, Gold, Silver, and Bronze?
4. Does your association require companies to review a wide range of à la carte benefits and choices to sponsor your association?
5. Are many of your sponsor benefits focused on logo placements, visibility, recognition, and banner ads?
6. Is your "sales pitch" to prospective sponsors primarily about how your association needs their support and how your members will appreciate it?
7. Do you distribute a sponsorship prospectus to many companies?
8. Does your association have several staff and/or external agencies selling sponsorships, ads, exhibits, memberships, etc. to the same companies?
9. Do some of your association's board and staff members say the primary reason for having sponsors is to generate revenue?
10. Are your discussions with sponsors mainly about tactics rather than each company's business and marketing objectives?

**SCORING: If you answered YES to any of these questions, your association is missing opportunities to increase revenue and member value from your sponsorship program.**

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