

Data and Information Gathering Guide for Sponsorship Program Development

Good data and information is a prerequisite to developing an improved sponsorship program

Lists of Companies that Engage with the Association through Revenue-Generating Activities

- À la carte, year-long and multi-year sponsors
- Year-long and multi-year partnerships
- Exhibits
- Advertisements
- Corporate memberships and corporate council memberships
- Affinity programs

Revenue Analysis

- Total annual income for each revenue-generating activity
- Total annual spend per company, focusing on top-spending companies across all components
- Comparison of budgeted vs. actual sponsorship revenue in each category

Sponsor/Partner Benefits

- Prospectuses and other lists of benefits

Sponsor/Partner Solicitations

- Prospectuses, advertisements, email solicitations, and web-based sponsorship materials

Association Activities

- Comprehensive list of in-person events, webinars, podcasts; publications, annual reports; research initiatives; awards programs; leadership and professional development programs; other content available to distributed to members.

Association Membership Data

- Data and demographic information about members
- Member survey results and conference attendee evaluations
- Information on affiliates/chapters, including membership, conferences, sponsorship programs

Competitive Landscape

- List of associations and organizations within the same industry/profession where your association's corporate supporters might also invest
- List of associations/organizations in adjacent industries/professions that attract similar sponsors

Additional Information

- Internal memos, meeting minutes, strategic planning documents, etc. regarding corporate sponsorships and partnerships.
- If applicable, details about the association's foundation

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