

Sample List of Benefits for Corporate Sponsors

*There are many meaningful benefits that associations – small and large – can offer to sponsors/partners; below is an abbreviated list. These benefits have the highest value when available exclusively as part of packages for year-long or multi-year sponsors/partners, **not** sold à la carte.*

Benefits that Position Sponsors as Thought Leaders

- “Inside the tent” access: meetings with the association’s CEO, senior staff, and board of directors; access to member data and key findings from member surveys; access to members-only information; special briefings for sponsors
- Positioned as thought leader for education programming: speaker at education sessions, webinars, podcasts
- Positioned as a thought leader in publications: articles in association print and e-publications and website; dissemination of sponsor’s educational content, including case studies; sponsor quotes in articles and press releases
- Opportunities to serve on committees, task forces, and councils to offer insights

Benefits that Provide Business Development Opportunities

- Access to key people: conference registration lists; sponsor summits; VIP networking events
- Business access: best-location expo space; upgraded listings on association’s website
- Information: cross-matching sponsor client list with association’s member list; research reports

Benefits that Result in Brand Identity

- Logo visibility: banner ads; conference signage and apps; website, annual report, etc.
- Knowledge exposure: speaker at education sessions, webinars, podcasts; quotes in association’s media, articles, social media, and other communications channels
- Premium event sponsorships: high-visibility sponsorships that improve the attendee experience and increase the sponsor’s engagement with attendees

Benefits that Result in Multiple Value Propositions

- Access to the association’s board: strategic briefings, receptions, dinners
- Access to segments of members for educational programming, networking, and focus groups
- Advocacy/public policy collaborations to influence regulatory decisions and industry standards
- Non-commercial surveys of members
- Research project collaborations

Dedicated Support

- Designated account executive – single point of contact – on association’s staff
- Periodic calls or meetings to review effectiveness of benefits and to refine strategies
- Fulfillment report detailing how the sponsorship fulfilled the company’s goals and objectives

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