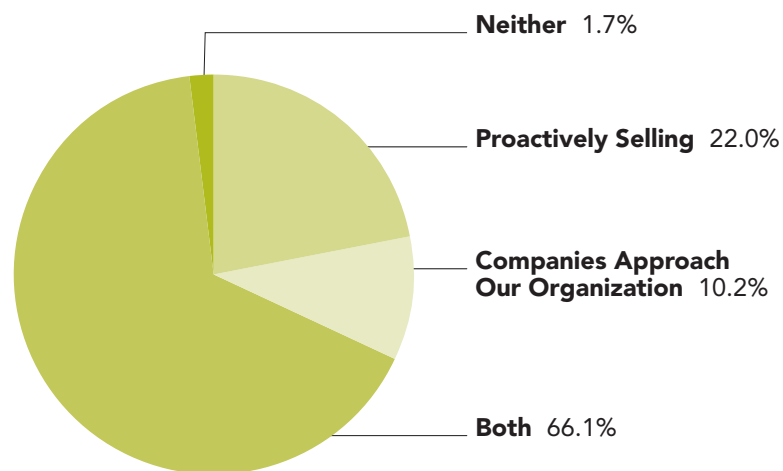


# IEG 2011/2012 SPONSORSHIP SURVEY FOR ASSOCIATIONS

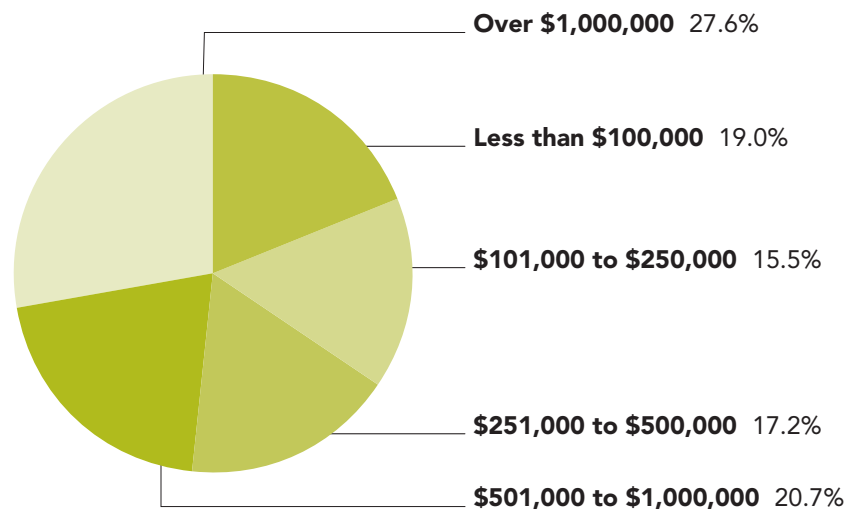
(COMPILED RESULTS, JAN 2012)

## ARE YOU PROACTIVELY SELLING SPONSORSHIP, OR ARE COMPANIES APPROACHING YOU?

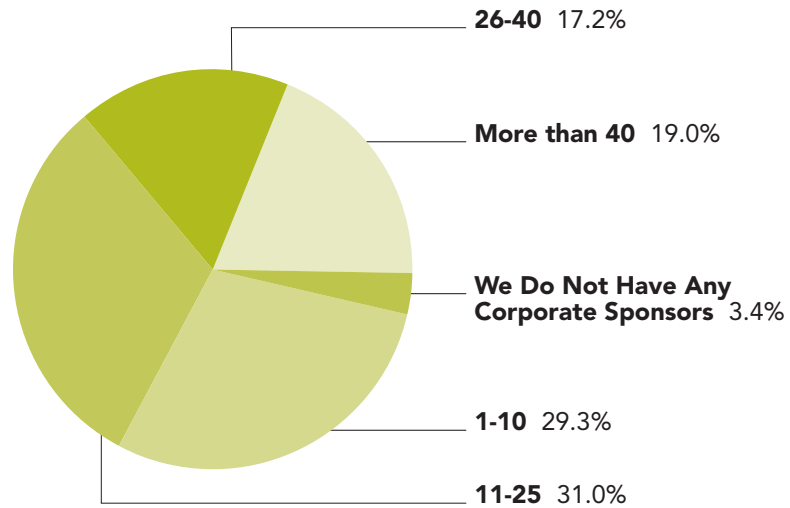


## WHAT IS YOUR ANNUAL REVENUE GENERATED FROM CORPORATE SPONSORSHIP?

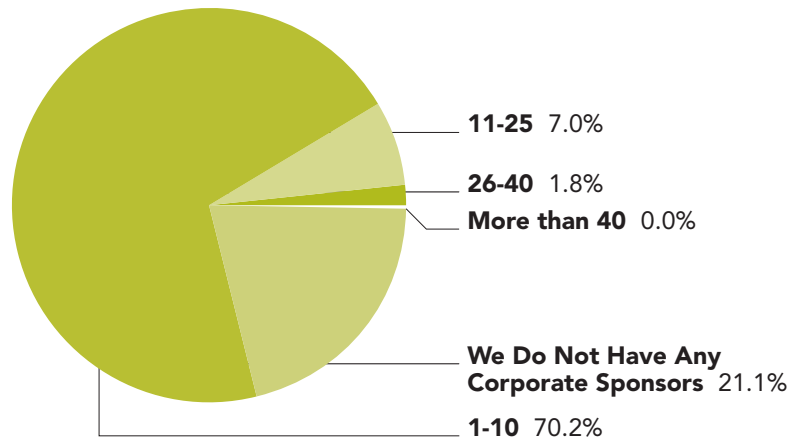
(SPONSORSHIP IS DEFINED AS: A CASH AND/OR IN-KIND FEE PAID TO A PROPERTY BY A CORPORATE ENTITY IN RETURN FOR ACCESS TO THE PROPERTY'S COMMERCIAL POTENTIAL.)



**HOW MANY CORPORATE SPONSORS DOES YOUR ORGANIZATION HAVE?** PLEASE DO NOT INCLUDE IN-KIND CORPORATE SPONSORS IN THIS TALLY. (IN-KIND SPONSORSHIP IS DEFINED AS: PAYMENT-FULL OR PARTIAL-OF A SPONSORSHIP FEE IN GOODS OR SERVICES RATHER THAN CASH.)

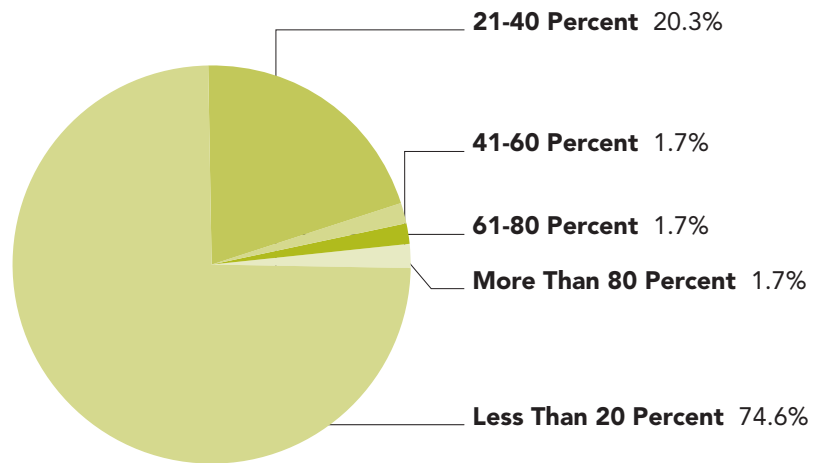


**HOW MANY IN-KIND CORPORATE SPONSORS DOES YOUR ORGANIZATION HAVE?**

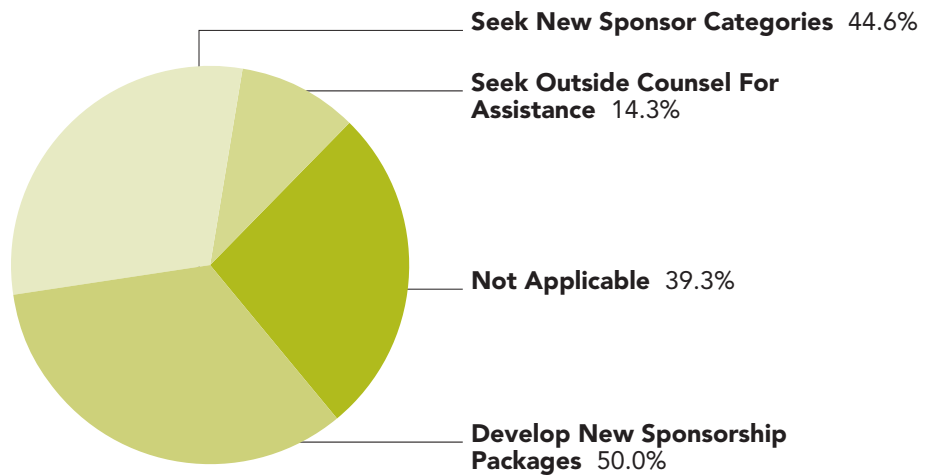


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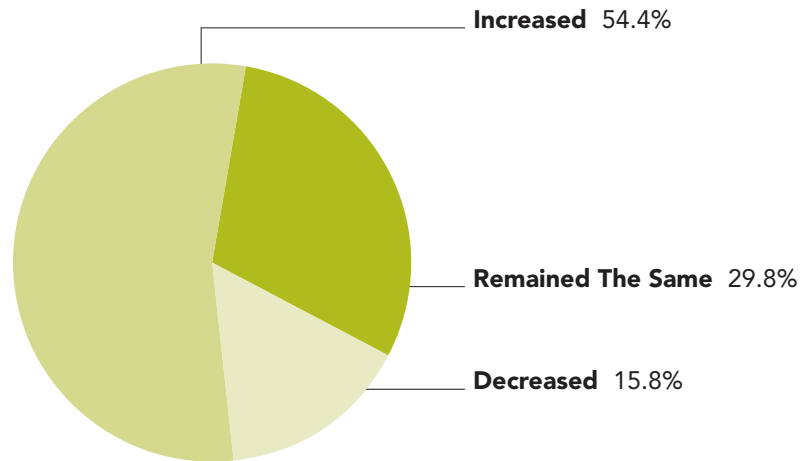
**WHAT PERCENTAGE OF YOUR ORGANIZATION'S REVENUE IS DERIVED FROM SPONSORSHIP?**



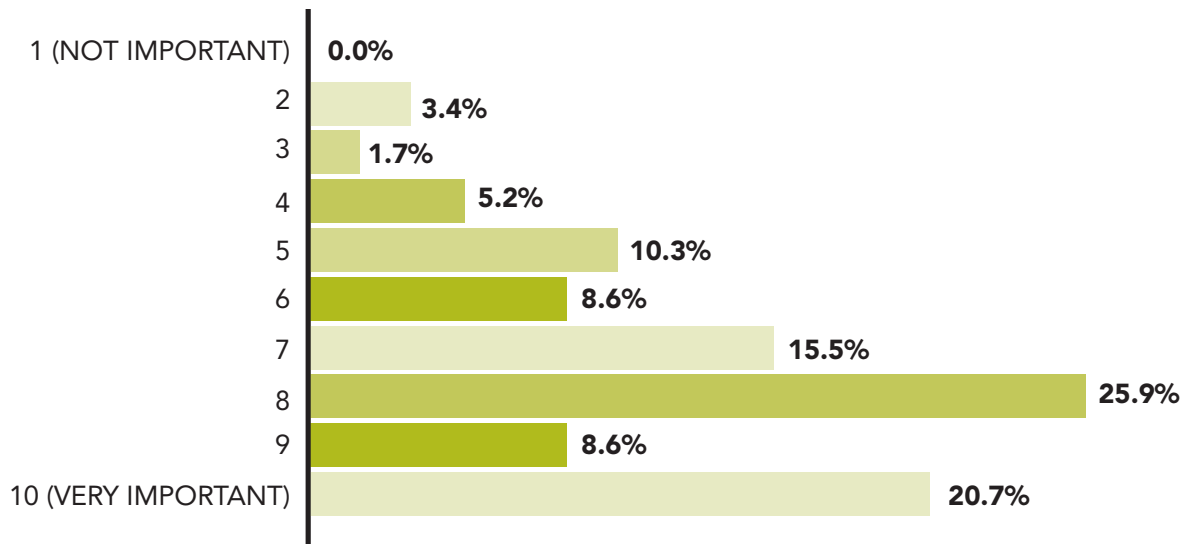
**IF SPONSORSHIP REVENUE HAS DECREASED, WHAT PLANS HAVE YOU PUT IN PLACE TO INCREASE REVENUE IN 2012?**



**COMPARED TO 2010, HAS YOUR ORGANIZATION'S SPONSORSHIP REVENUE...**

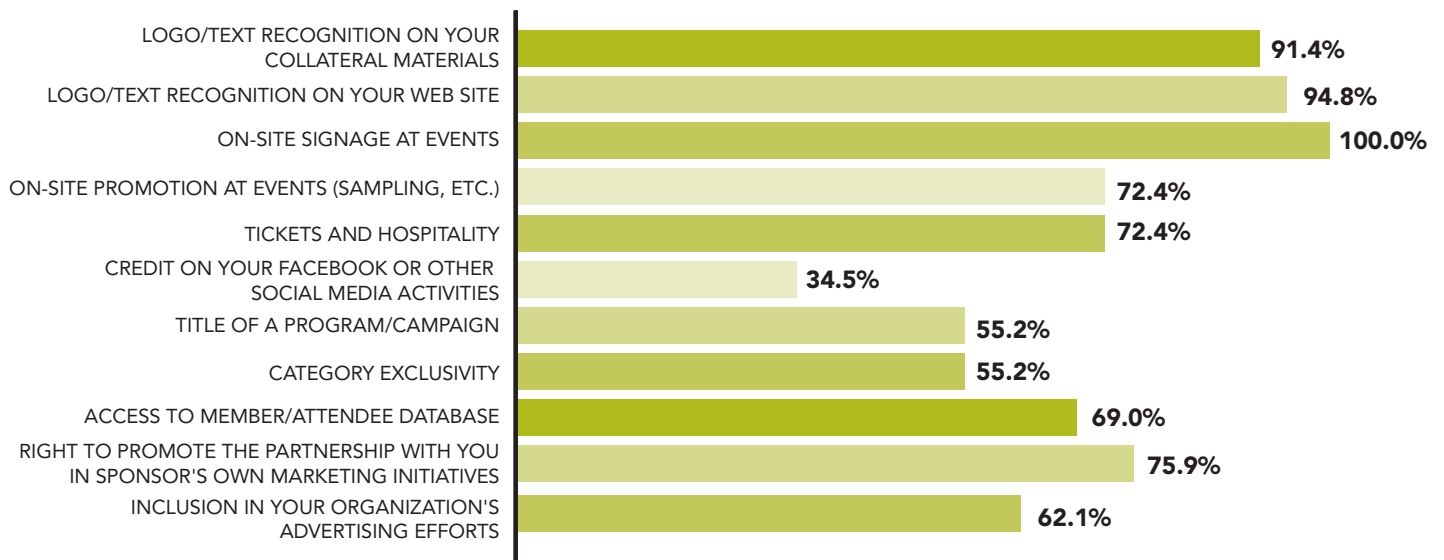


**ON A SCALE OF 1 (NOT IMPORTANT) TO 10 (VERY IMPORTANT), HOW IMPORTANT IS SPONSORSHIP REVENUE TO THE OVERALL SUCCESS OF YOUR ORGANIZATION?**



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## WHICH OF THE FOLLOWING SPONSORSHIP BENEFITS DO YOU OFFER?



## BEYOND SPONSORSHIP, WHAT OTHER MARKETING OPPORTUNITIES DO YOU OFFER TO CORPORATIONS?

### Common responses include:

- Affinity Program
- Advertising Opportunities in Program Book, Magazine, Web site
- Exhibitor Opportunities
- Access to Member List

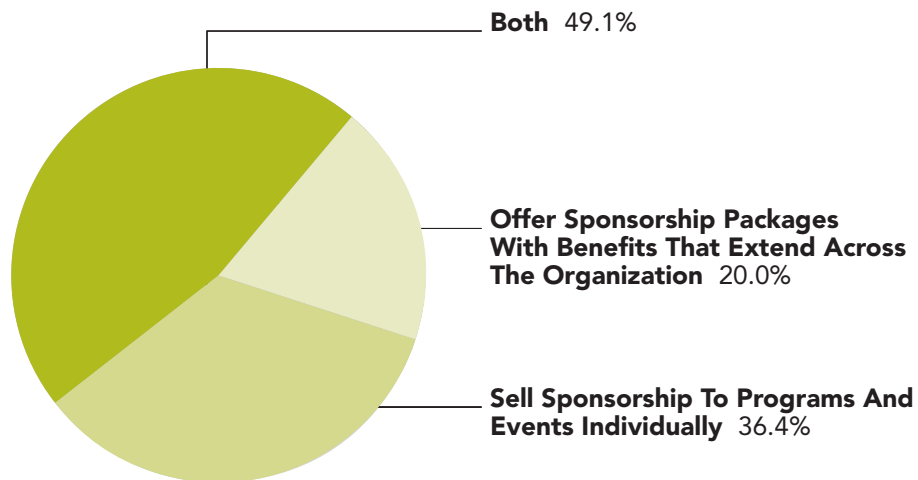
## WHAT BENEFITS, IF ANY, ARE SPONSORS ASKING FOR THAT YOU DO NOT CURRENTLY OFFER?

### Common responses include:

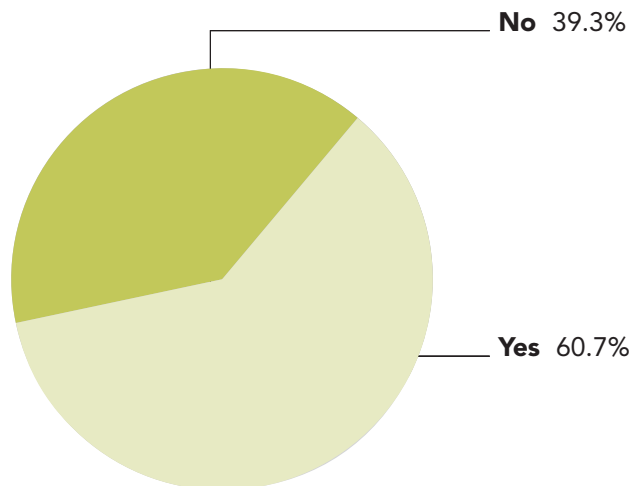
- ROI Reports
- Fulfillment Reports
- Endorsements
- Access to membership database (and particularly email addresses)
- Television, Online, and/or Outdoor Advertising
- Bundled packages, including advertising and sponsorship

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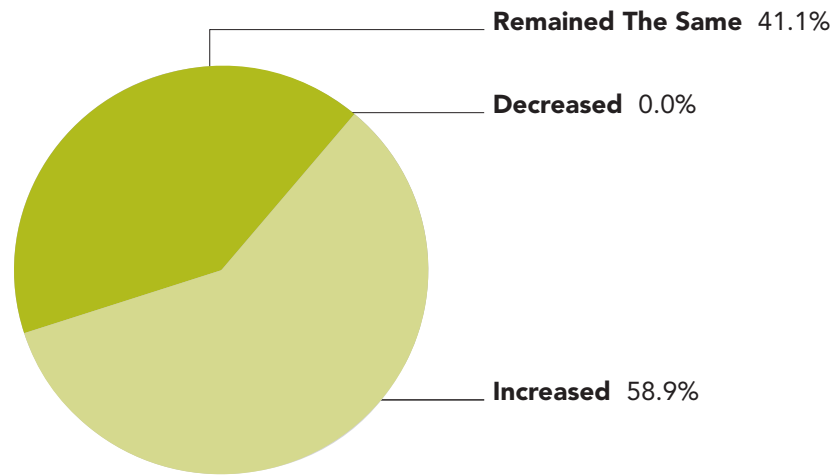
**DO YOU OFFER SPONSORSHIP BENEFITS THAT EXTEND ACROSS THE ENTIRE ORGANIZATION, OR DO YOU SELL SPONSORSHIP TO PROGRAMS AND EVENTS INDIVIDUALLY?**



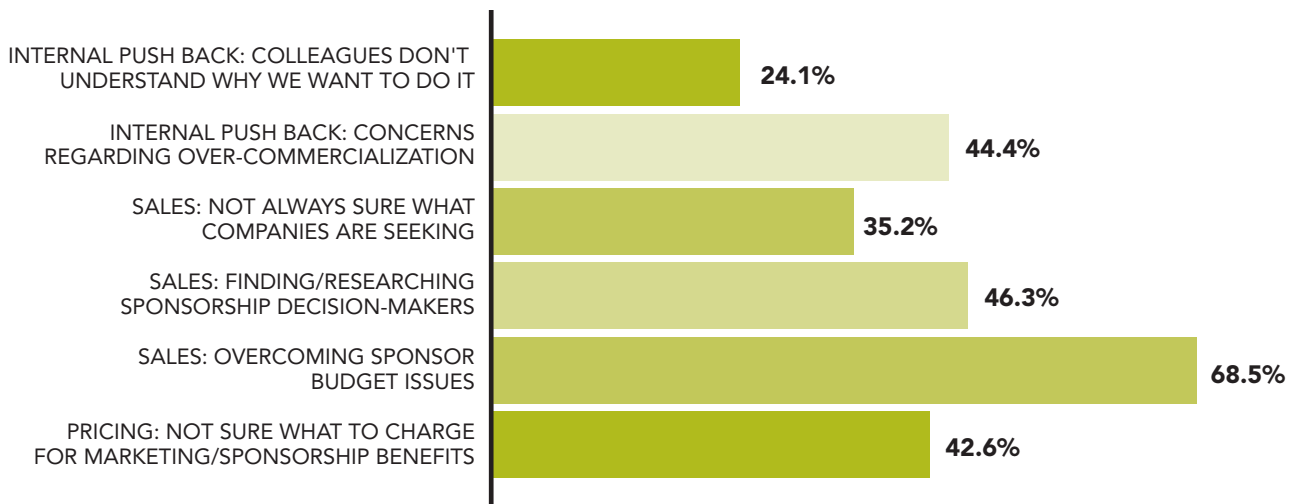
**DO YOU CURRENTLY PROVIDE A FULFILLMENT REPORT TO YOUR SPONSORS?**



**WITHIN THE PAST TWO YEARS, DO YOU FEEL THAT YOUR PARTNERS' NEED TO VALIDATE THE RESULTS OF THEIR SPONSORSHIP HAS:**

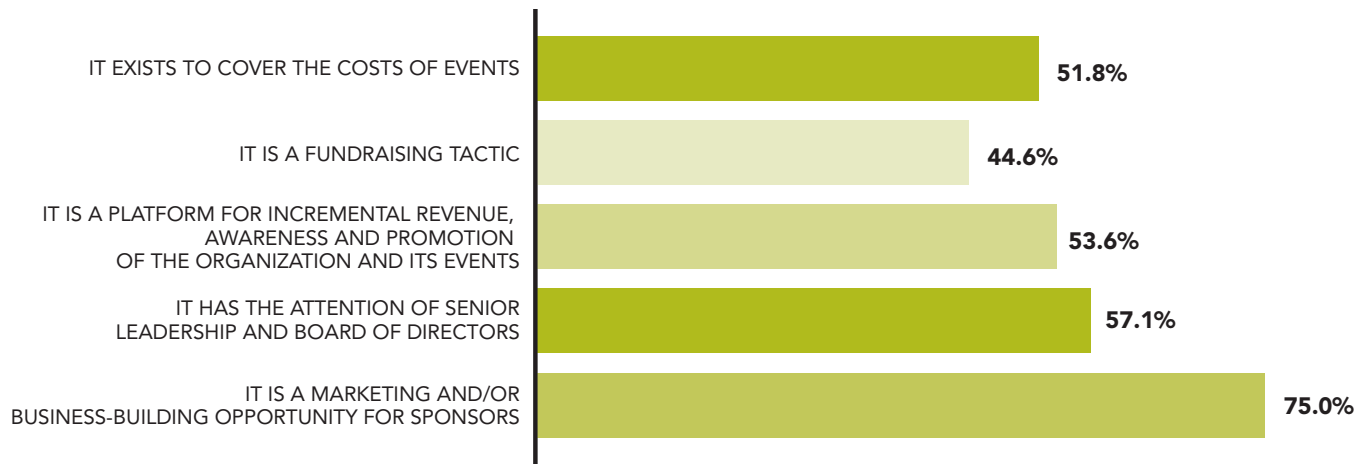


**WHAT ARE YOUR BIGGEST SPONSORSHIP-RELATED CHALLENGES?**



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## WHICH BEST DESCRIBES YOUR ORGANIZATION'S VIEW OF SPONSORSHIP?



## PLEASE DESCRIBE ANY OTHER SPONSORSHIP ISSUES YOU FACE

### Common responses include:

- Oversaturated market
- Decreasing revenue sources
- Staffing, specifically Internal resources to sell sponsorship
- Reporting ROI
- Getting sponsors to buy-in at higher levels
- Getting in the door of prospects and speaking to decision-makers
- Helping sponsors activate
- Internal buy-in

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## FOR MORE INFORMATION, PLEASE CONTACT:

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