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

- Neither: 1.7%
- Proactively Selling: 22.0%
- Companies Approach Our Organization: 10.2%
- Both: 66.1%

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.)

- Over $1,000,000: 27.6%
- Less than $100,000: 19.0%
- $101,000 to $250,000: 15.5%
- $251,000 to $500,000: 17.2%
- $501,000 to $1,000,000: 20.7%
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.)

- **26-40**: 17.2%
- **More than 40**: 19.0%
- **We Do Not Have Any Corporate Sponsors**: 3.4%
- **1-10**: 29.3%
- **11-25**: 31.0%

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

- **11-25**: 7.0%
- **26-40**: 1.8%
- **More than 40**: 0.0%
- **We Do Not Have Any Corporate Sponsors**: 21.1%
- **1-10**: 70.2%
WHAT PERCENTAGE OF YOUR ORGANIZATION’S REVENUE IS DERIVED FROM SPONSORSHIP?

- 21-40 Percent: 20.3%
- 41-60 Percent: 1.7%
- 61-80 Percent: 1.7%
- More Than 80 Percent: 1.7%
- Less Than 20 Percent: 74.6%

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

- Seek New Sponsor Categories: 44.6%
- Seek Outside Counsel For Assistance: 14.3%
- Not Applicable: 39.3%
- Develop New Sponsorship Packages: 50.0%
Compared to 2010, has your organization's sponsorship revenue...

- Increased: 54.4%
- Remained the same: 29.8%
- Decreased: 15.8%

On a scale of 1 (not important) to 10 (very important), how important is sponsorship revenue to the overall success of your organization?

- 1 (not important): 0.0%
- 2: 3.4%
- 3: 1.7%
- 4: 5.2%
- 5: 10.3%
- 6: 8.6%
- 7: 15.5%
- 8: 25.9%
- 9: 8.6%
- 10 (very important): 20.7%
WHICH OF THE FOLLOWING SPONSORSHIP BENEFITS DO YOU OFFER?

- Logo/text recognition on your collateral materials: 91.4%
- Logo/text recognition on your web site: 94.8%
- On-site signage at events: 100.0%
- On-site promotion at events (sampling, etc.): 72.4%
- Tickets and hospitality: 72.4%
- Credit on your Facebook or other social media activities: 34.5%
- Title of a program/campaign: 55.2%
- Category exclusivity: 55.2%
- Access to member/attendee database: 69.0%
- Right to promote the partnership with you in sponsor’s own marketing initiatives: 75.9%
- Inclusion in your organization’s advertising efforts: 62.1%

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

- Both: 49.1%
- Offer Sponsorship Packages With Benefits That Extend Across The Organization: 20.0%
- Sell Sponsorship To Programs And Events Individually: 36.4%

DO YOU CURRENTLY PROVIDE A FULFILLMENT REPORT TO YOUR SPONSORS?

- No: 39.3%
- Yes: 60.7%
WHAT ARE YOUR BIGGEST SPONSORSHIP-RELATED CHALLENGES?

- Internal Push Back: Colleagues don’t understand why we want to do it: 24.1%
- Internal Push Back: Concerns regarding over-commercialization: 44.4%
- Sales: Not always sure what companies are seeking: 35.2%
- Sales: Finding/researching sponsorship decision-makers: 46.3%
- Sales: Overcoming sponsor budget issues: 68.5%
- Pricing: Not sure what to charge for marketing/sponsorship benefits: 42.6%

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

- Remained The Same: 41.1%
- Decreased: 0.0%
- Increased: 58.9%
WHICH BEST DESCRIBES YOUR ORGANIZATION’S VIEW OF SPONSORSHIP?

- IT EXISTS TO COVER THE COSTS OF EVENTS: 51.8%
- IT IS A FUNDRAISING TACTIC: 44.6%
- IT IS A PLATFORM FOR INCREMENTAL REVENUE, AWARENESS AND PROMOTION OF THE ORGANIZATION AND ITS EVENTS: 53.6%
- IT HAS THE ATTENTION OF SENIOR LEADERSHIP AND BOARD OF DIRECTORS: 57.1%
- IT IS A MARKETING AND/OR BUSINESS-BUILDING OPPORTUNITY FOR SPONSORS: 75.0%

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

FOR MORE INFORMATION, PLEASE CONTACT:

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