

Page: Entry Information

Chapter

Northeast Florida Chapter

Chapter Size

Small (50-260)

Category

Chapter Operations and Sustainability

Program Name

Sponsorship Opportunities

Each question is worth 20 points and will be scored using the following rubric:

(1-5) Poor Didn't effectively answer the question

(6-1) Fair Answered the question

(11-15) Good Answered the question with more detail

(16-20) Excellent Went above and beyond with proven results and visible data

Describe the program and why it fits the category. (20pts)

2020 was an atypical year, due to COVID. As we entered 2021, we were concerned that we may lose some revenue and/or members who might have felt 2020 didn't deliver many in-person programs or other opportunities to network or make new business contacts. To that end, we intentionally and carefully analyzed our Sponsorship offerings across all areas (annual chapter sponsorship, a la carte EXPO sponsorship and program sponsorship).

We determined that we needed to enhance the benefits to make sponsorship even more attractive to the potential sponsor. We know that sponsorships are a major support revenue for our overall operations, so it was important that the program was successful.

How did this program meet the mission and vision of the chapters and CAI as a whole? (20pts)

In addition to the obvious financial benefit that a solid sponsorship program can bring, the process of analyzing and preparing new benefits spurred necessary conversations about the operations of our organization, such as when and how we would conduct events in 2021, when we would publish magazines and newsletters and how much we would need to "spend" to have the sponsor (such as if an event ticket was included as part of the benefits).

With monthly benefits for our sponsors, it gave us accountability to make sure we were successfully delivering to them (and all of our members) everyone we set out to do.

What was the impact on the chapter and its members after completing the program? (Growth of membership, financially, public awareness, membership value, better chapter/member relationship, chapter operations, etc.) (20pts)

In July of 2020, we surveyed our sponsors to make sure we were meeting their needs despite the unique circumstances for engagement that COVID presented. We asked questions about where they would like to have their logo appear, including social media, e-blasts and the website, and what other perks they would find valuable. We had a 41% response rate, and while we had wished for a 100%, we felt that 41% was pretty solid during such a chaotic time.

As we set out to determine our benefits for our 2021 package, we referenced this survey and included many of the answers we also received in our open-ended questions.

We repositioned the Sponsor Packet to talk about event-specific benefits and year-round benefits. The impact of this to the sponsor was a more ongoing level of engagement rather than a "one and done/your logo here" kind of approach. It forced us to engage with them regularly to ensure they were taking advantage of their benefits, attending programs, throwing their hat in as speakers and sending in articles for our magazine. We now had a "speed dial" relationship with them, where we could just pick up the phone and engage with them.

Additionally, as mentioned earlier, it gave us added purpose and accountability to ensure that our overall operations and program was solid and delivering on all the goals we set out to do.

Below are some tactics we implemented as part of our Sponsor Program:

- Their clickable logos on our website
- A sponsor banner we brought to all events
- An electronic sponsor logo slideshow we showed at every event (virtually or in-person)
- An opportunity for each sponsor (except Bronze) to speak for :30 at each meeting
- Zoom backgrounds for each sponsor, customized with their logo
- Customized Sponsor Activation Packets, listing all of their benefits
- Articles they wrote, featured in our magazine
- Social media posts throughout the year

As we head into the fourth quarter of the year, we conducted a sponsorship benefits analysis to see what items each sponsor had outstanding, and sent personalized emails to remind them to take full advantage of their benefits.

Please provide quantifiable data supporting the rationale for success. (20pts)

We had conservatively budgeted to secure \$17,500 of sponsorships for our 2021 budget. As of year-end (12/31/21), we almost doubled what we secured with \$30,600 of sponsorships.

In 2020, we had 17 sponsors. Three of those didn't renew for 2021, but we secured 6 new sponsors for 2021, including one Platinum, and five Golds. In addition, a 2020 Bronze upgraded to Silver for 2021, with the new benefits.

All 2021 sponsors have renewed for 2022. Additionally, we have attracted 5 new sponsors for 2022, and possibly a 6th who is interested but will be letting us know soon.

Based on the results, will the program be a regular part of the chapter's programs in the future and why?

Yes! Sponsorships will always be part of what we do, since we rely on the dollars associated with them. In addition, it provides a nice platform for Business Partners to be in front of their target audience, but not in an obtrusive "salesy" manner and without violating the CAI suitcasing guidelines.

Supporting documents including flyers, postcards, pictures, videos etc. can be uploaded below. While they aren't required for your submission we certainly encourage it.

Would you like to upload additional documents?

Yes

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