



State of Sponsorship Engagement Study

This study was designed to show designed to help associations understand the needs of sponsors and to tailor sponsorship programs to generate more impactful **non-dues revenue**.

A few highlights the survey will reveal:

- Why companies sponsor associations
- What companies want to sponsor
- Whether companies are increasing or decreasing their sponsorship expenditures and the number of associations they sponsor
- What sponsor benefits are of greatest value to companies
- How companies measure sponsorship success

Who We Are



Benchmarking experts trusted by hundreds of associations and over 2 million+ member participants and counting



11 years in business helping associations provide their members with individualized on-demand reports



Independent, non-competitive, third party platform equipped to follow anti-trust laws and Safetyzone/ Safe Harbor regulations.

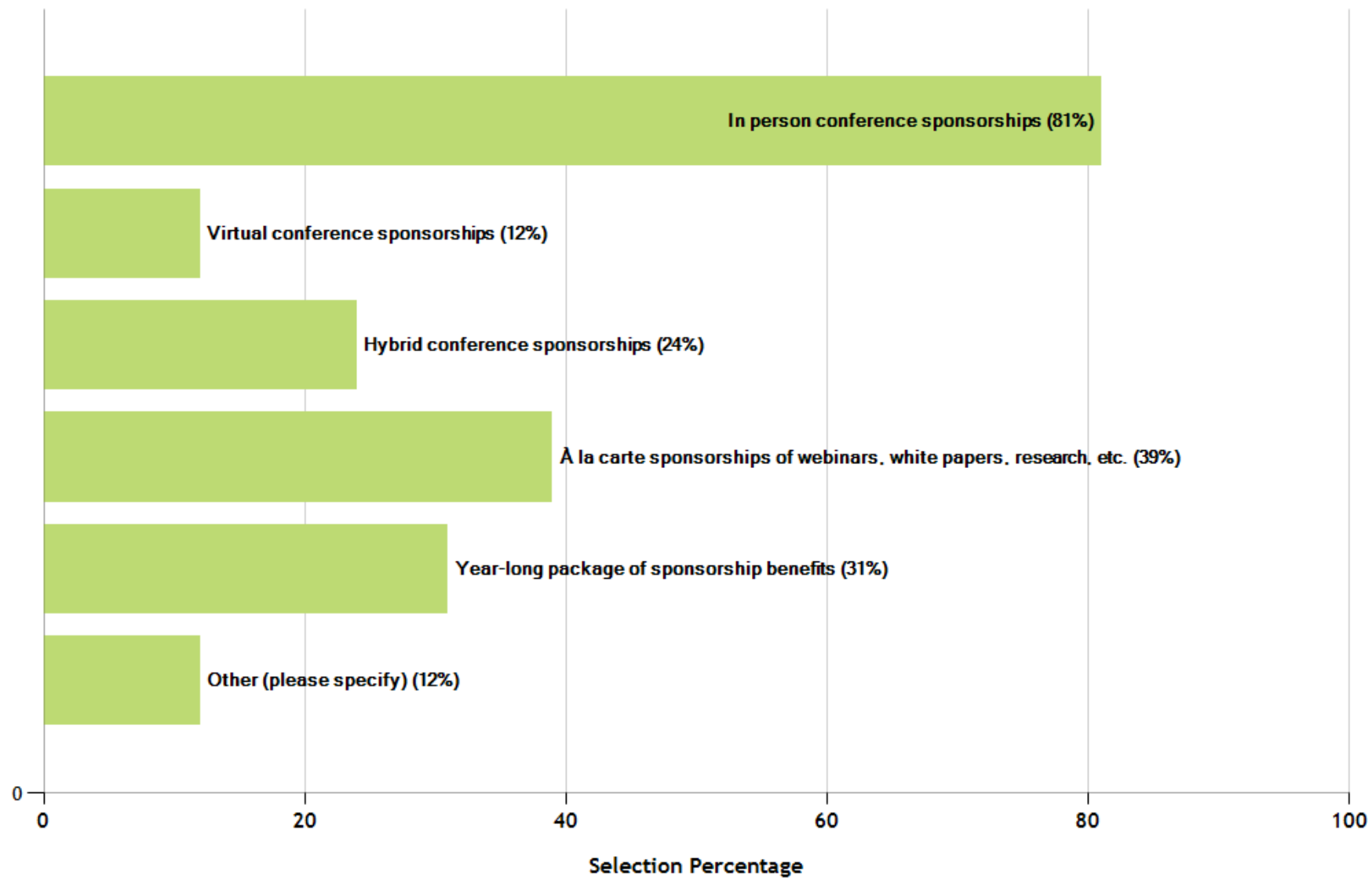


New executive team in place bringing in successful best practices from a multitude of industries

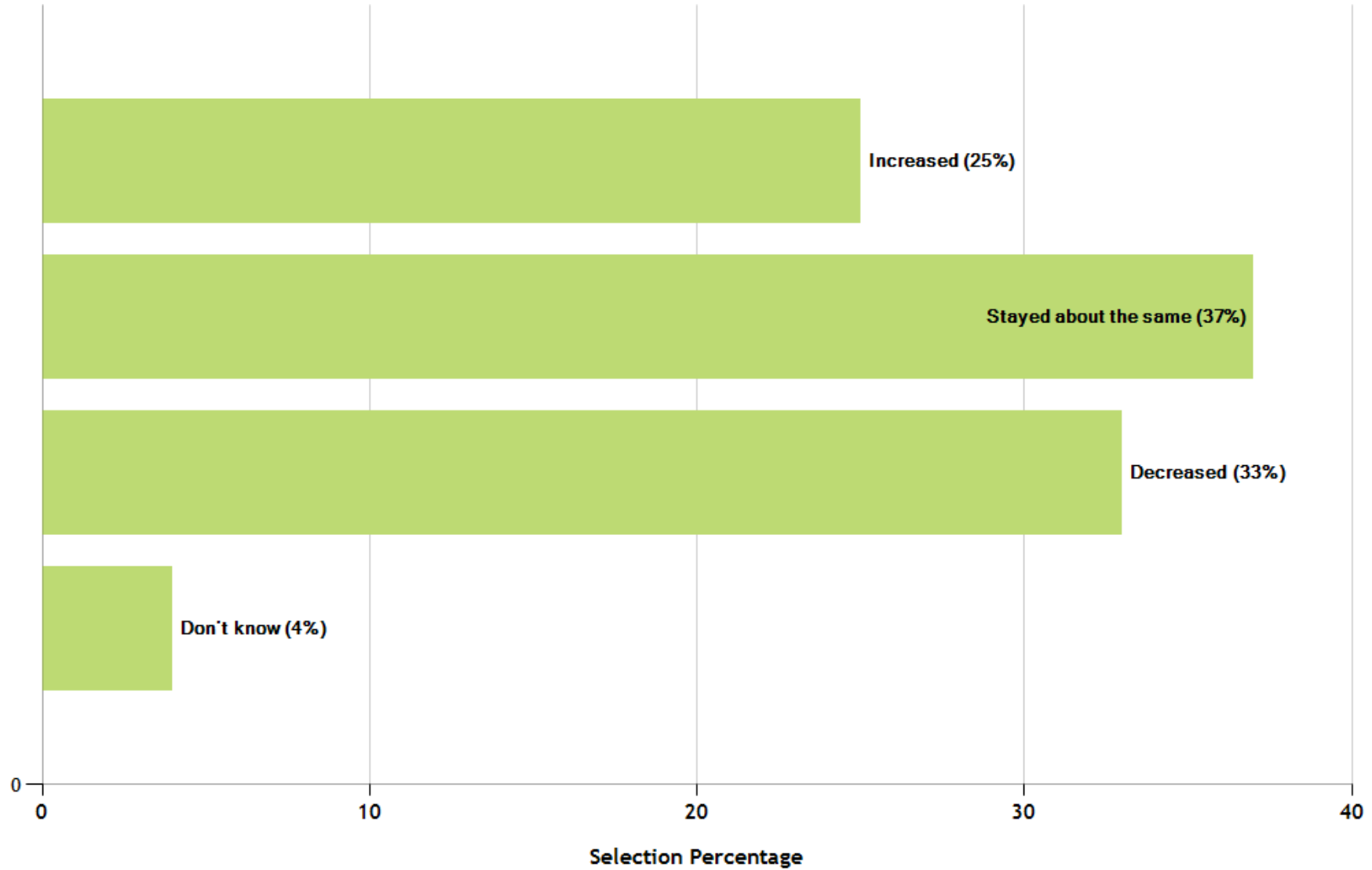


Dedicated professional service individuals with KPI accreditations and certified Project Management Professionals (PMP)

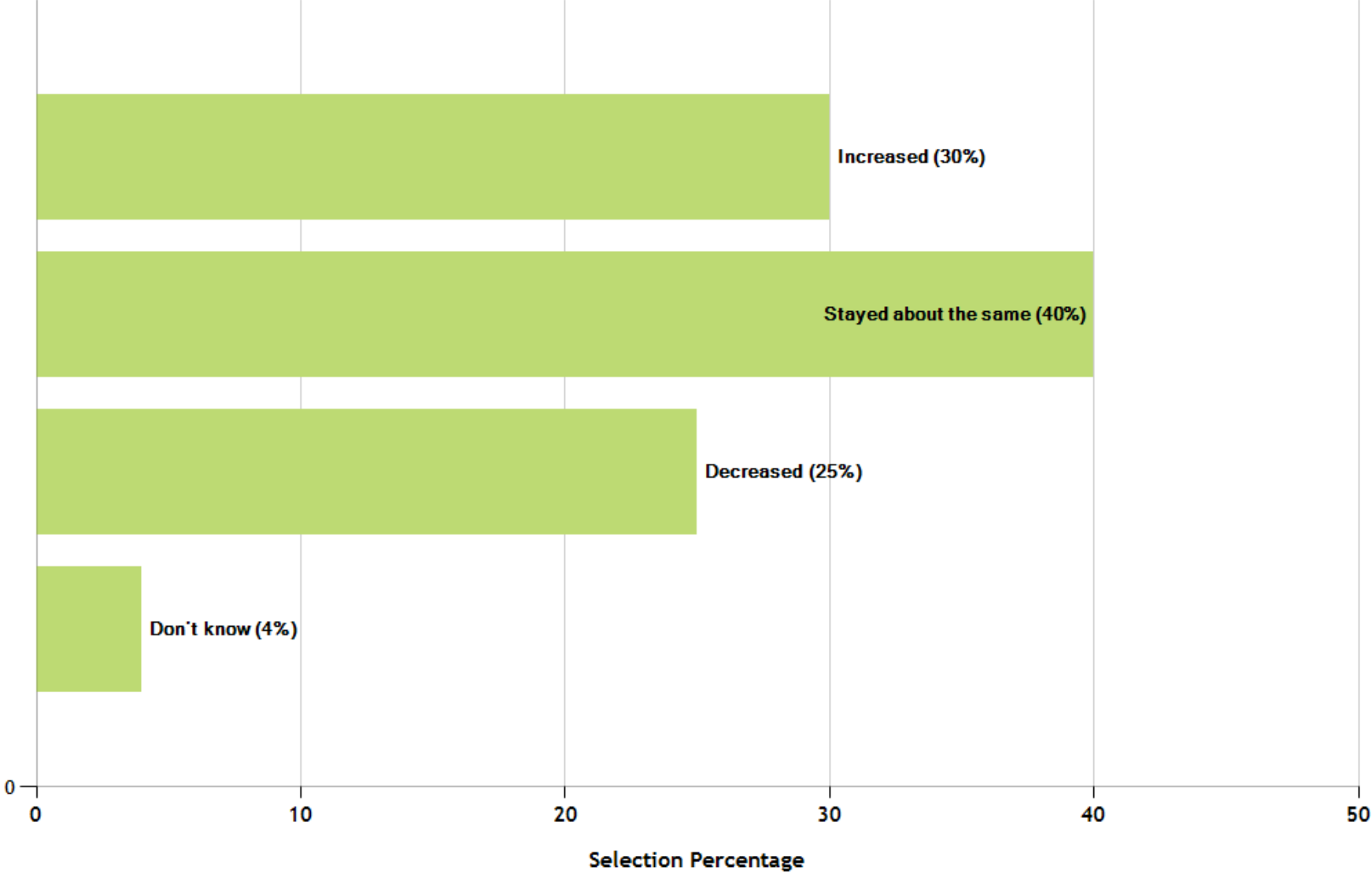
What are your company's sponsorship preferences?



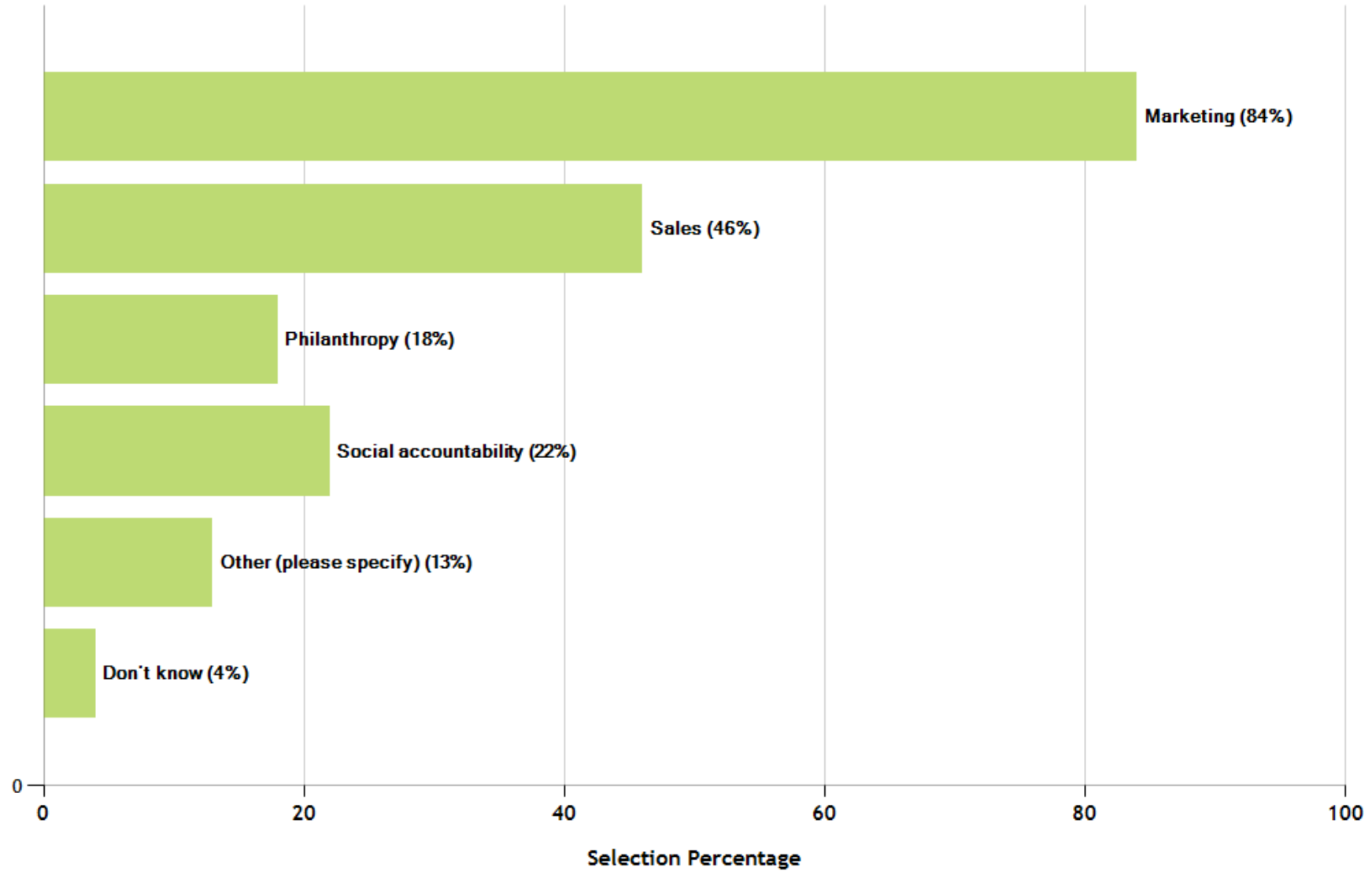
In the past several years, have your total association sponsorship expenditures?



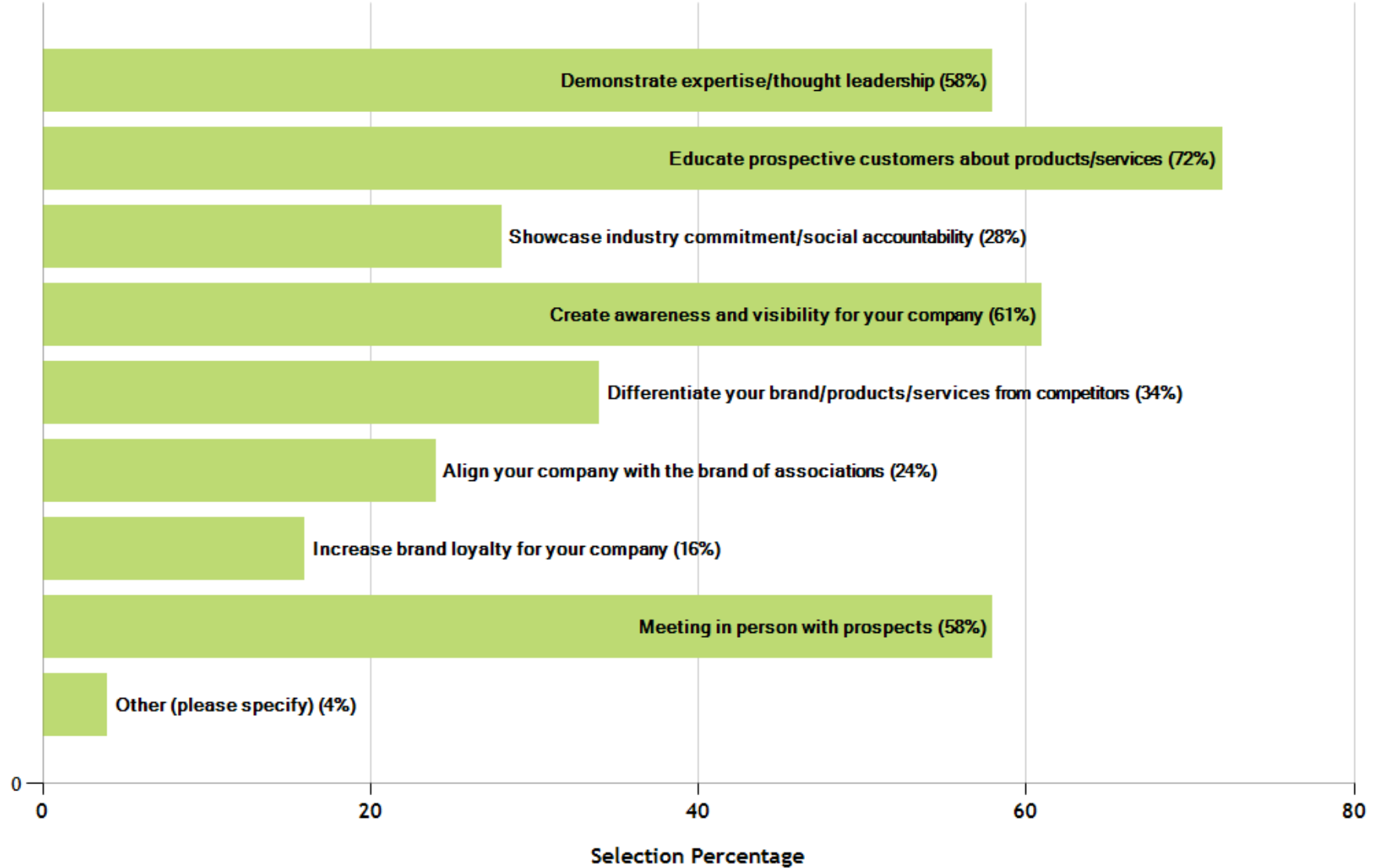
In the past several years, has the total number of associations your company sponsors?



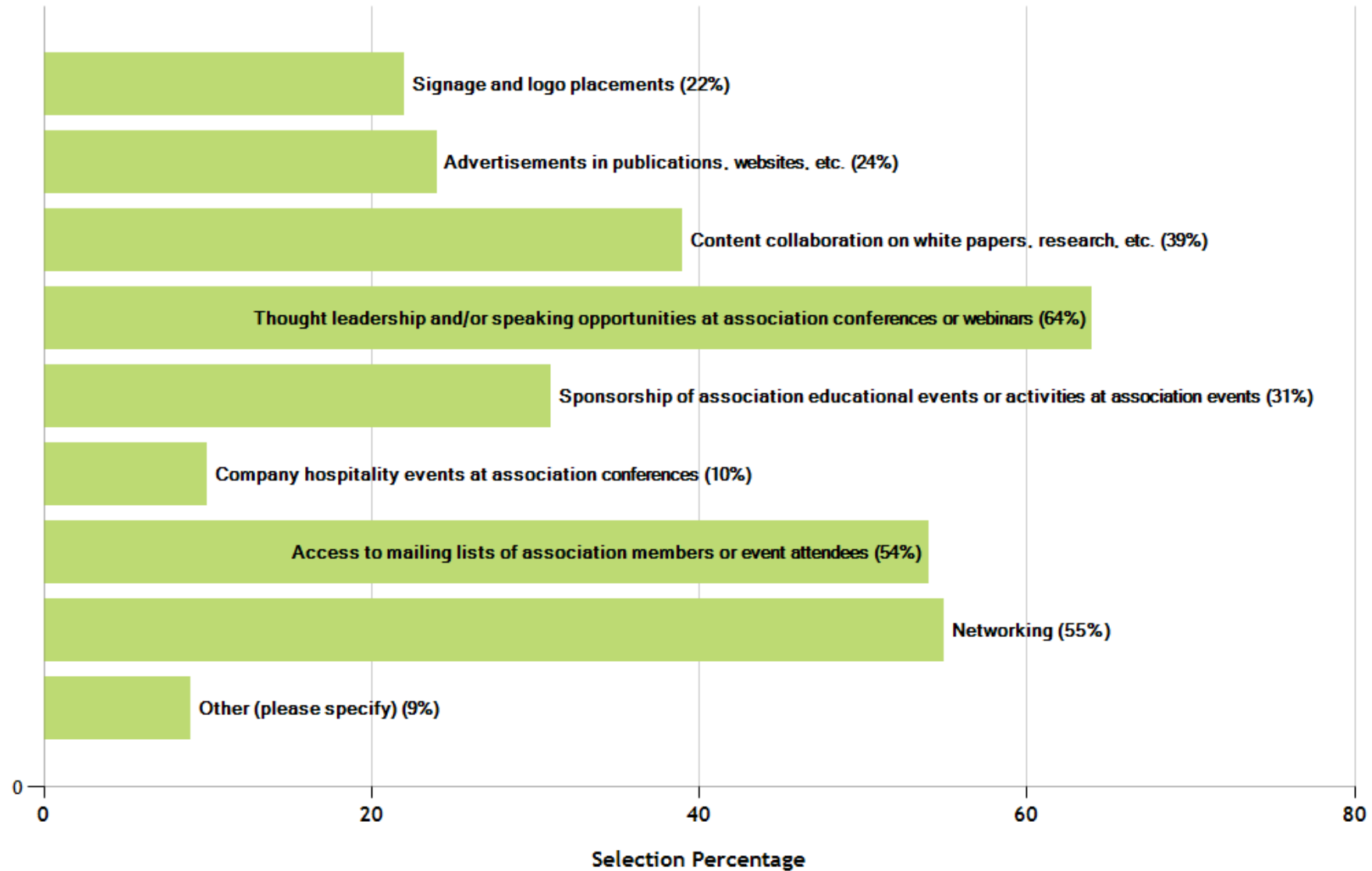
What type of expenses are your company's association sponsorship expenditures?



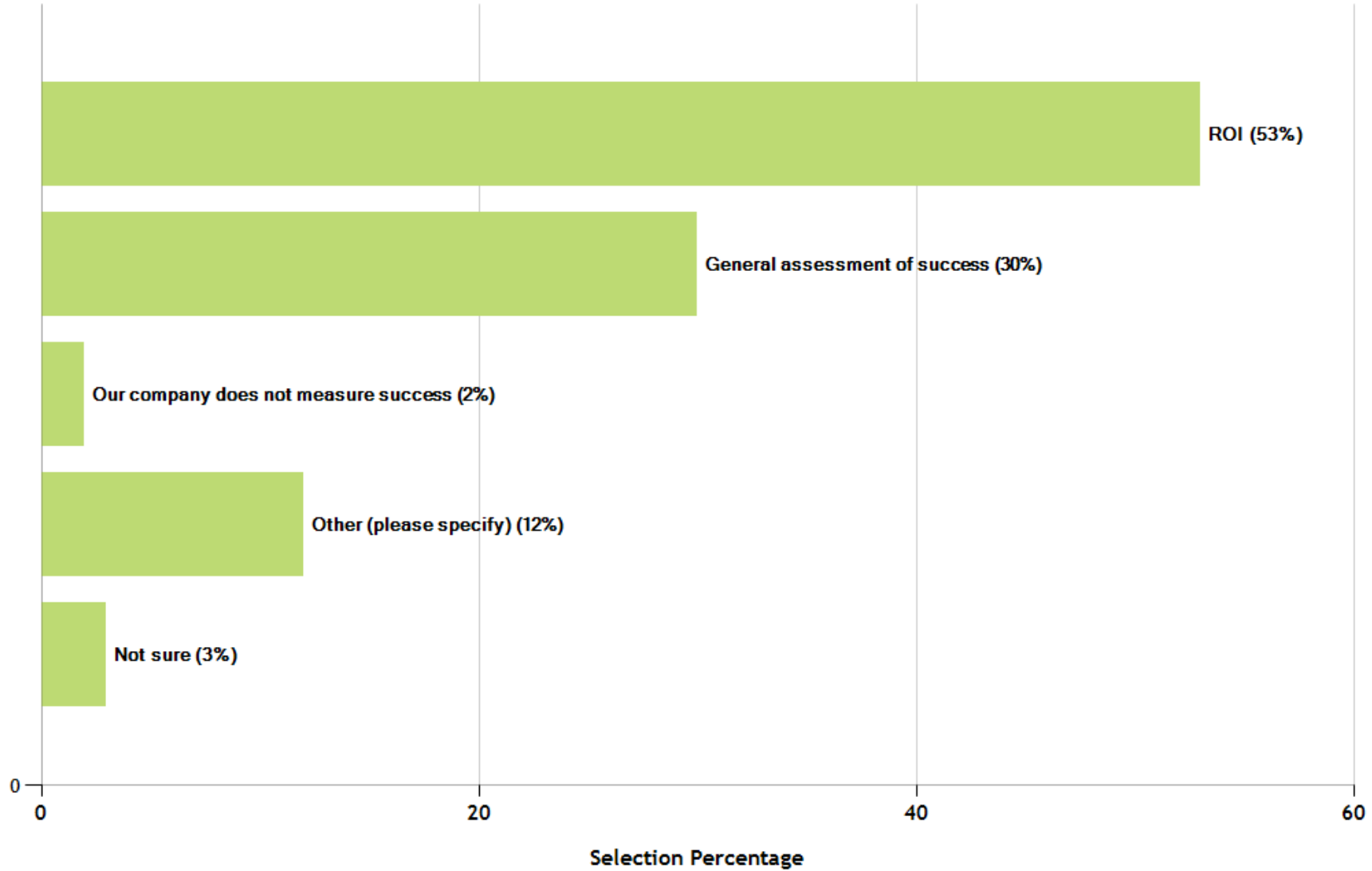
What are your company's primary objectives in sponsoring associations?



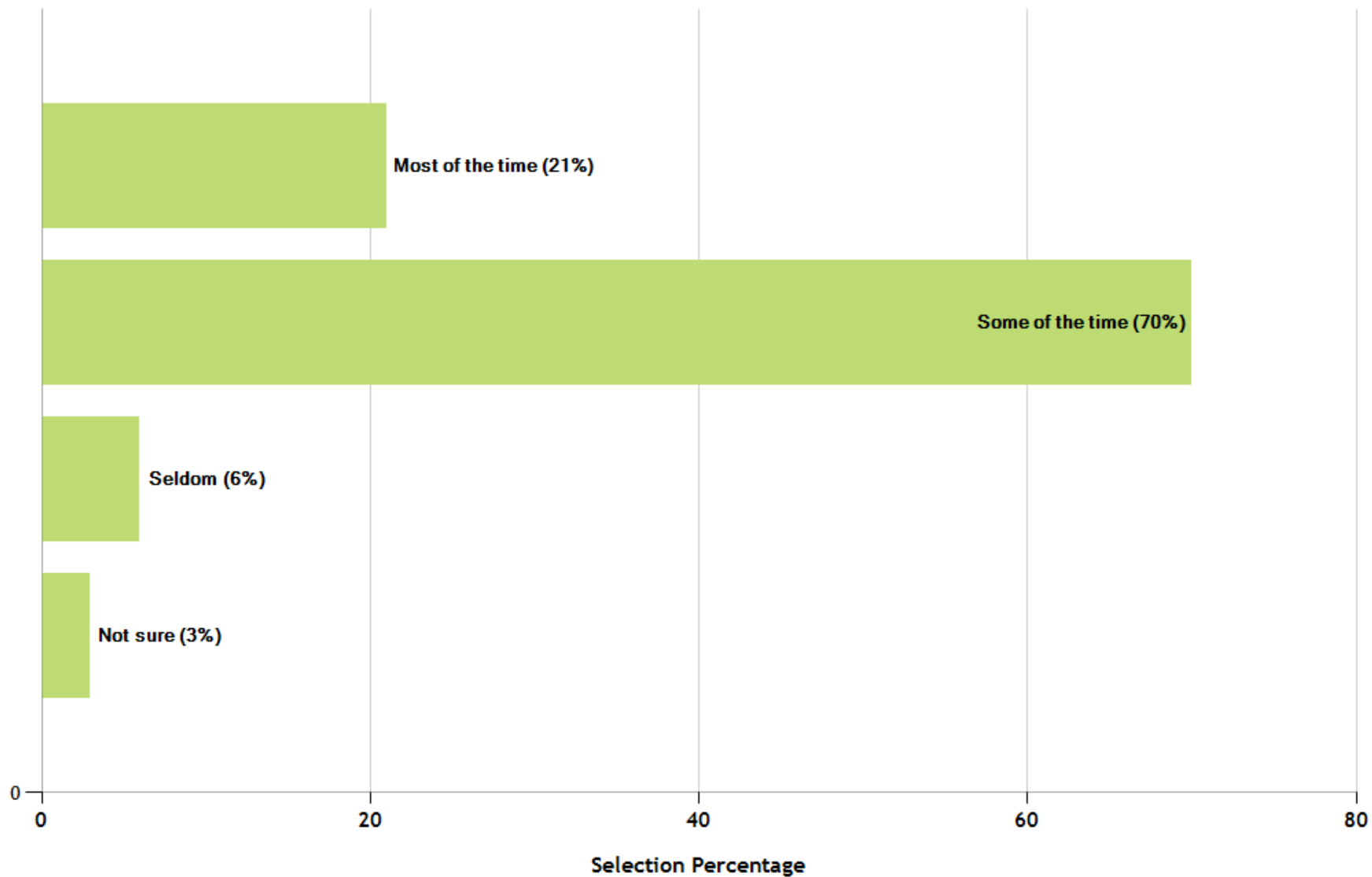
Which of the following association sponsorship benefits are important to your company?



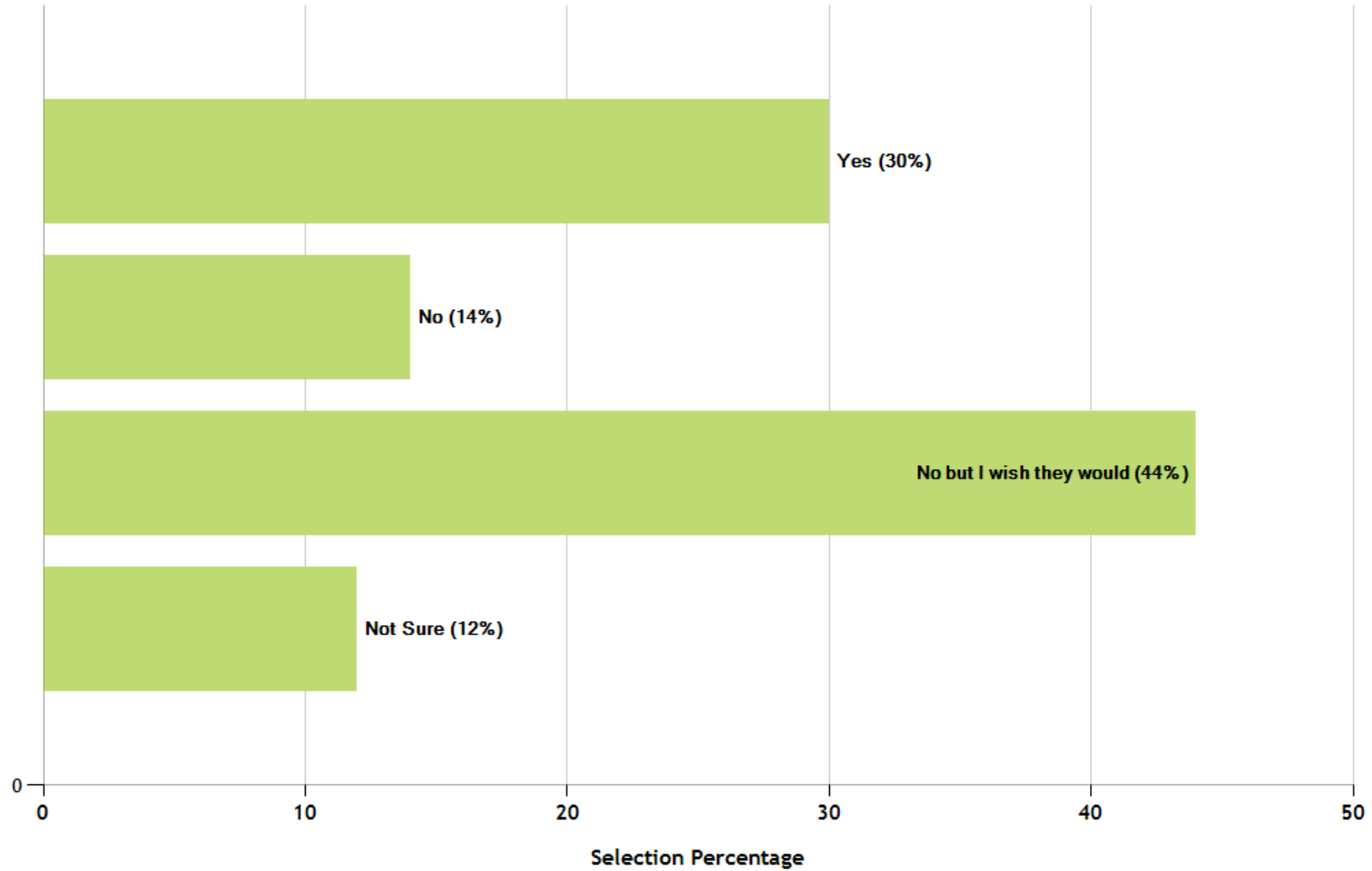
How do you measure the success of your association sponsorships?



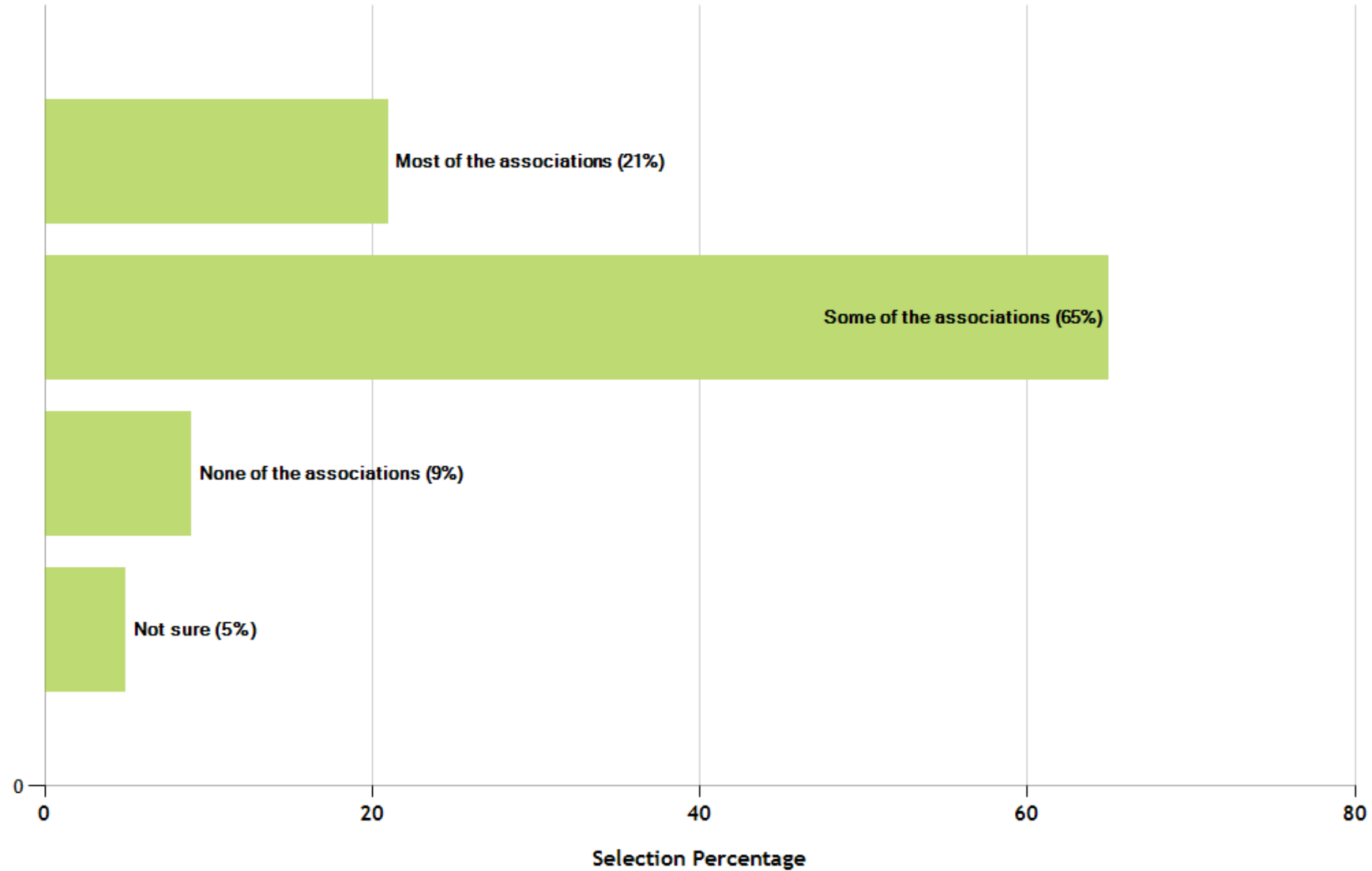
When thinking overall about the associations your company sponsors, are you achieving your objectives?



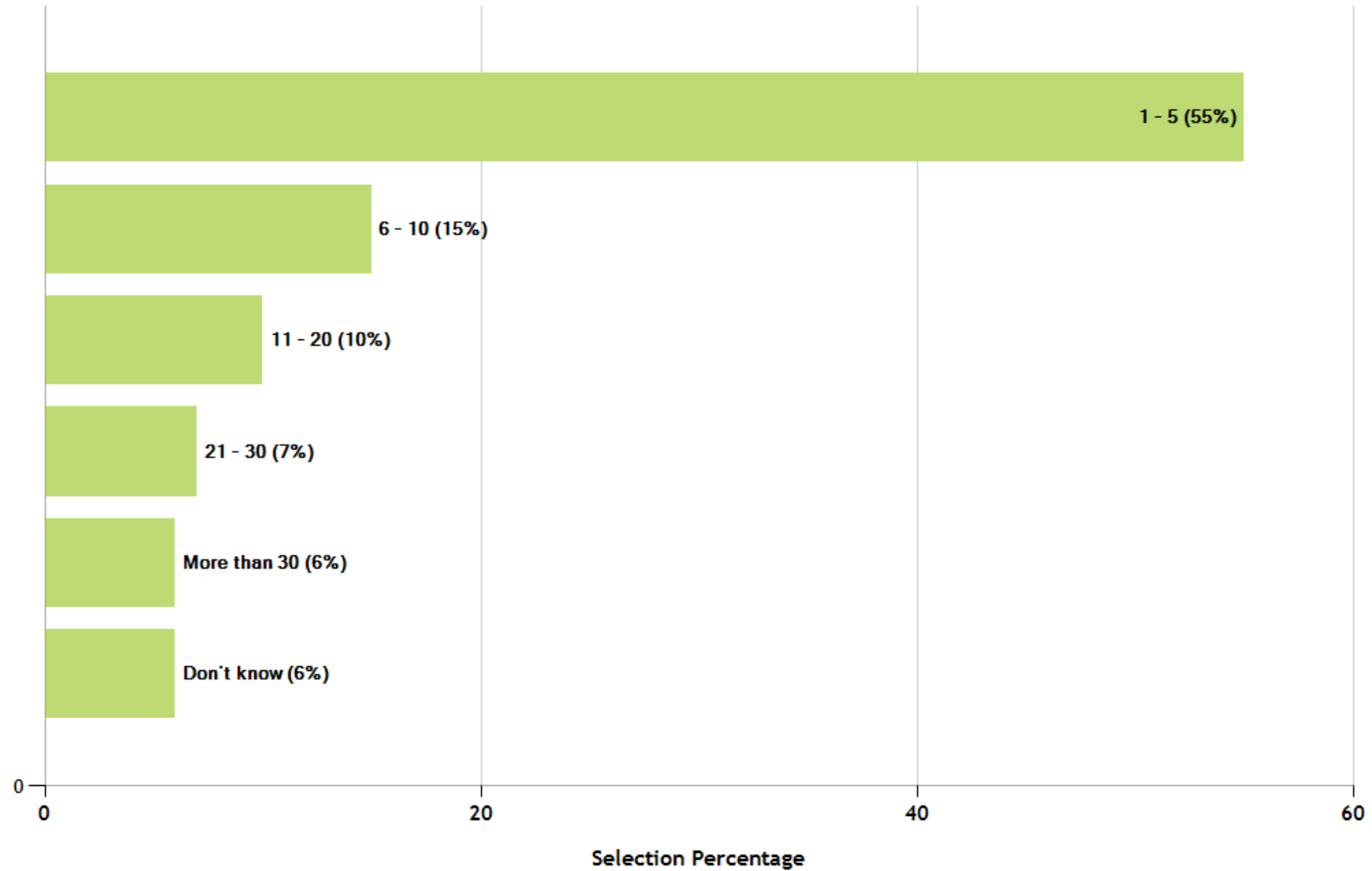
Do the organizations you sponsor ask for your feedback and input in their sponsorship packages?



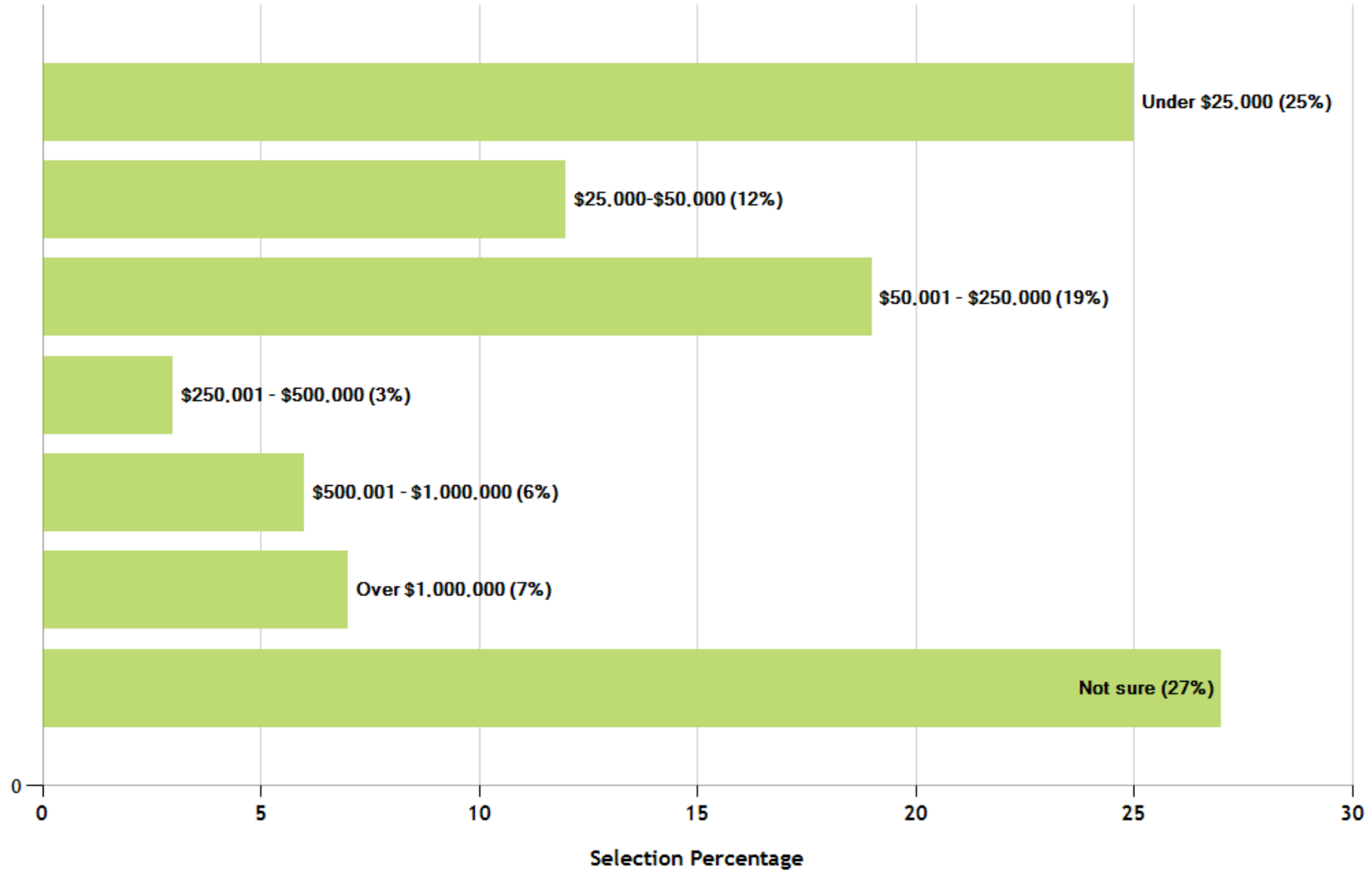
Do you believe the associations your company sponsors understand your company's business and marketing goals?



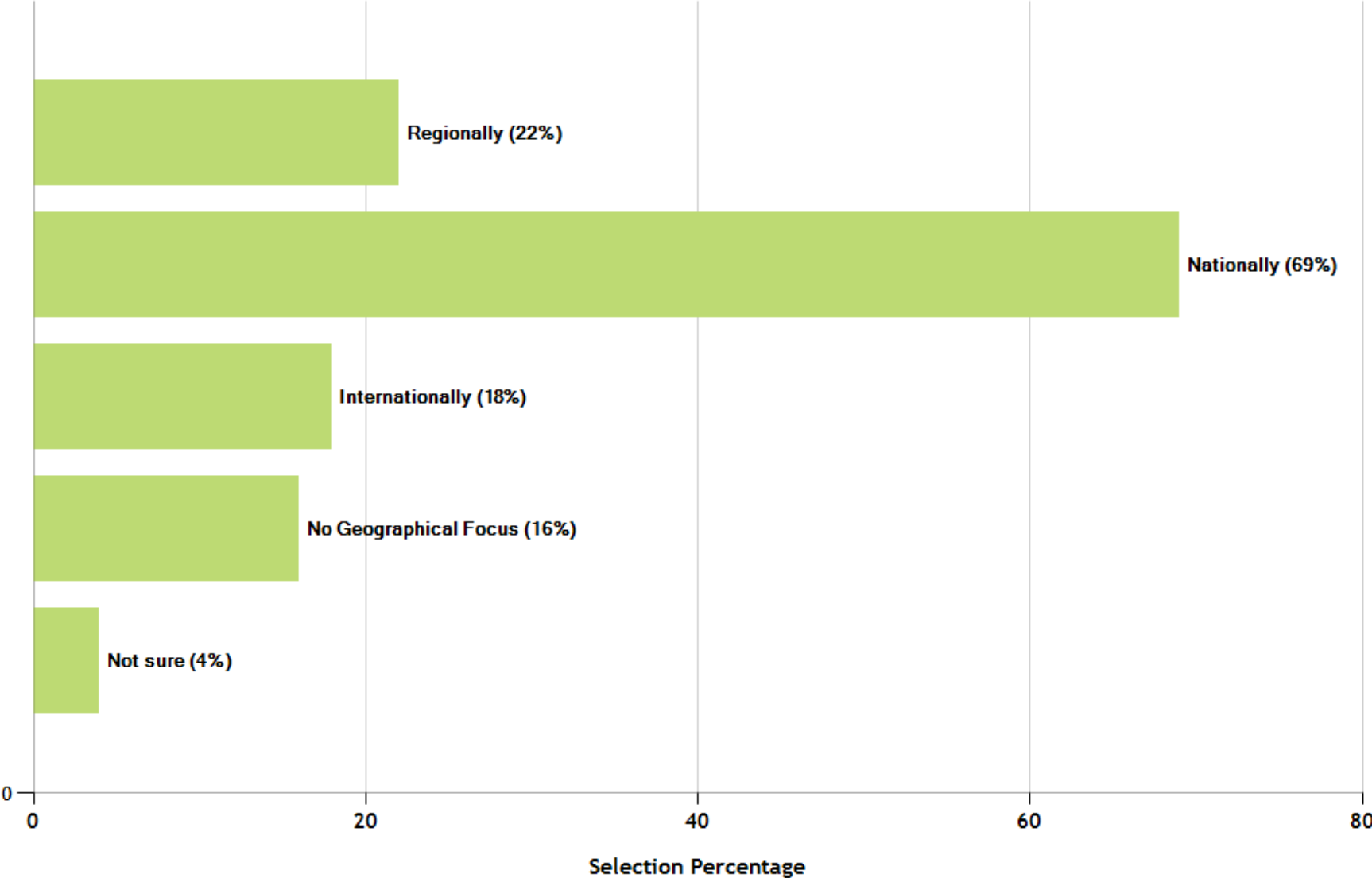
How many associations does your company plan to sponsor in 2021?



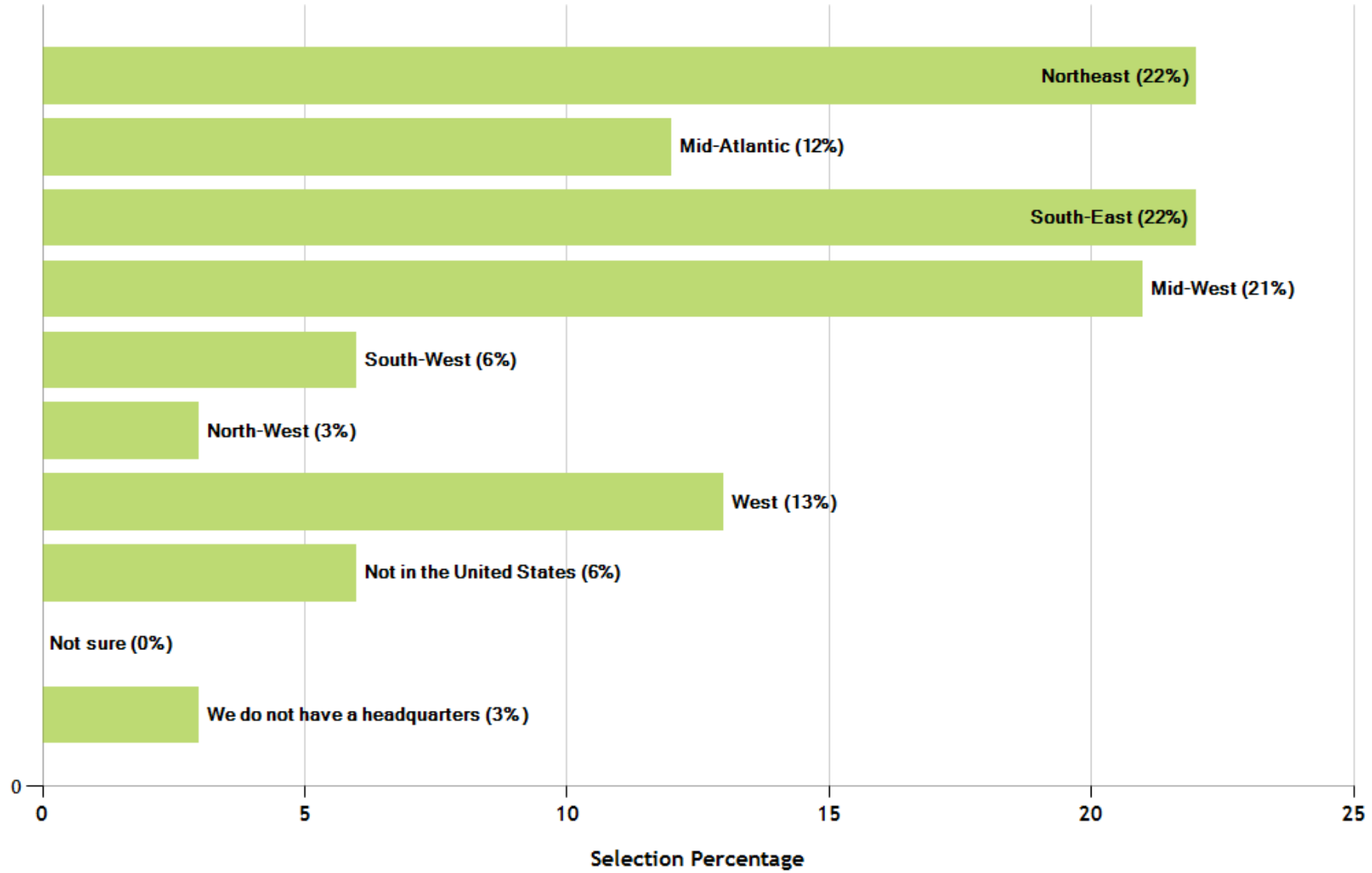
What is your total sponsorship expenditure annually?



Do you focus your sponsorship dollars?



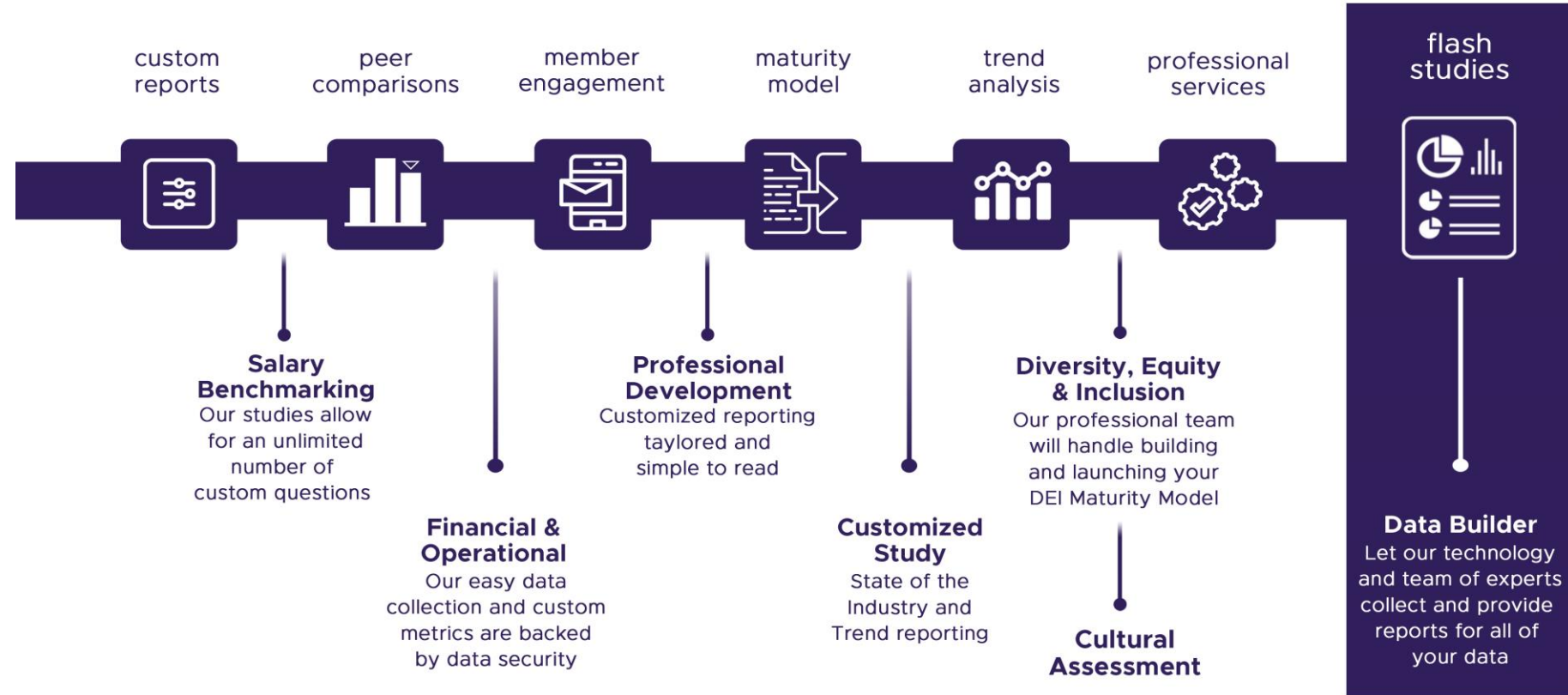
In what region of the United States is your organization headquartered?



Data Solutions



Anyone can create a survey, but only Dynamic Benchmarking can provide your association with the tools to create a study that will truly allow your members the ability to analyze where they stack up compared to their peers.



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