



**State of Sponsorship Engagement Study**  
Virtual Discussion – January 26, 2022

# During the Presentation



All participants will be muted.



This webinar will be recorded.



The webinar will last approximately 60 minutes.



Q/A session will be at the end of the webinar, but we will be monitoring questions throughout the presentation.



To submit your questions, please enter them in the Q/A box.



To submit a private message to the host, please use the chat box.

## Webinar Faculty:

---

### **Dan Kowitz**

Founder and CEO of JSB Partnership Consultants and Co-convenor of the Partnership Professionals Network

[JSB Partnership Consultants](#)

### **Bruce Rosenthal**

Principal of Bruce Rosenthal Associates, LLC and Co-convenor of the Partnership Professional Network

[Bruce Rosenthal Associates, LLC](#)

### **Ray McDonald**

President of Dynamic Benchmarking

[Dynamic Benchmarking](#)



Dan Kowitz



Bruce Rosenthal



Ray McDonald

 **THE NEED FOR  
SPONSORSHIP  
DISCUSSION**

# The Purpose of this Survey

Associations and Sponsorship  
Partners

## Contribute

- Help associations understand the business needs of sponsors



## Collaborate

- Create more collaborative relationships between associations and their sponsors



## Attract

- Provide information associations can use to attract more sponsors and sponsor revenue



# Survey Methodology

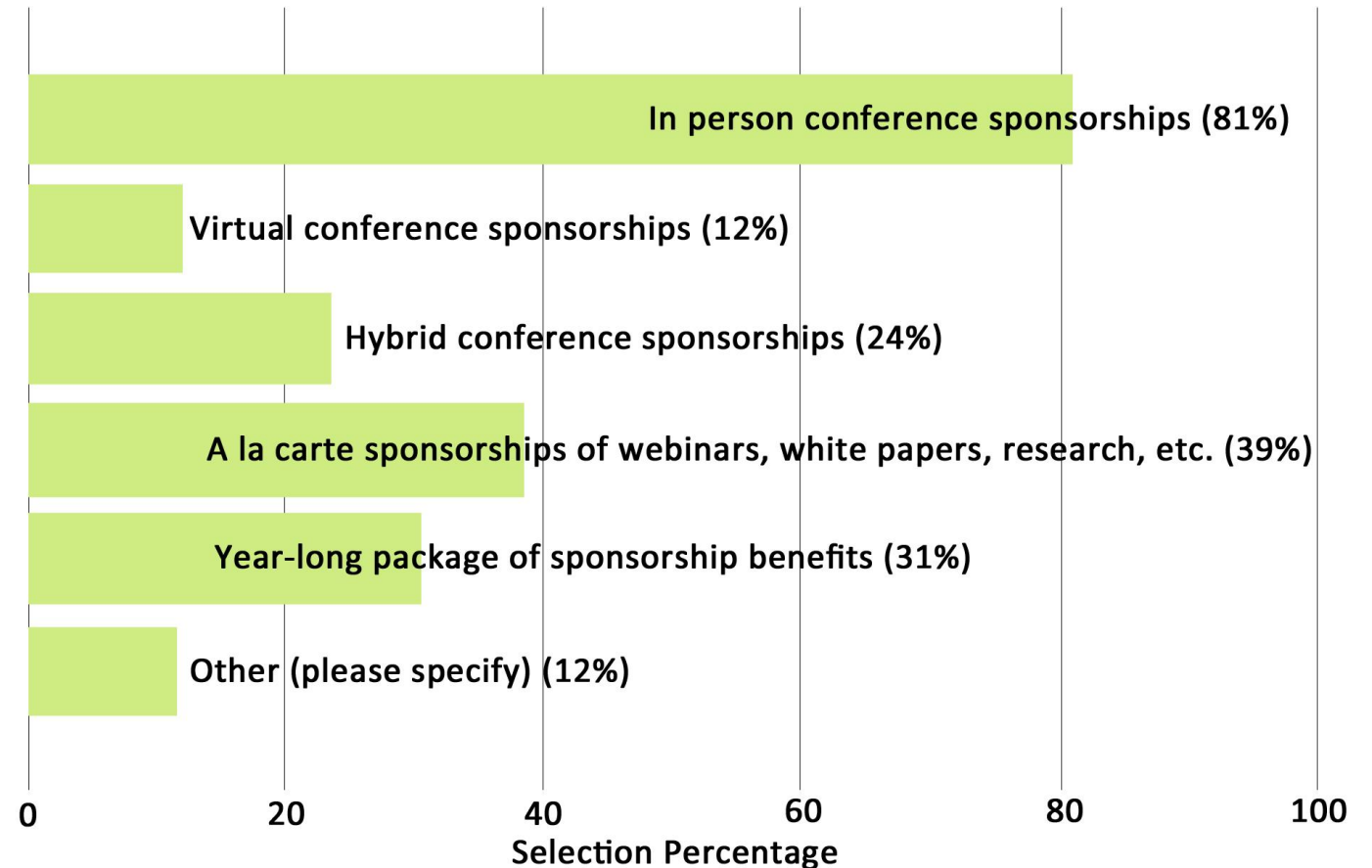
- Discover and zero in on key metrics that delivers relevant KPI's
- Develop a question framework that solicits honest and impactful answers
- Ensure data validation is built in from top to bottom and from beginning to end
- Streamline reporting with minimal human manipulation



*proudly presents the:*  
**State of Sponsorship Engagement Study**

# Data Presentation

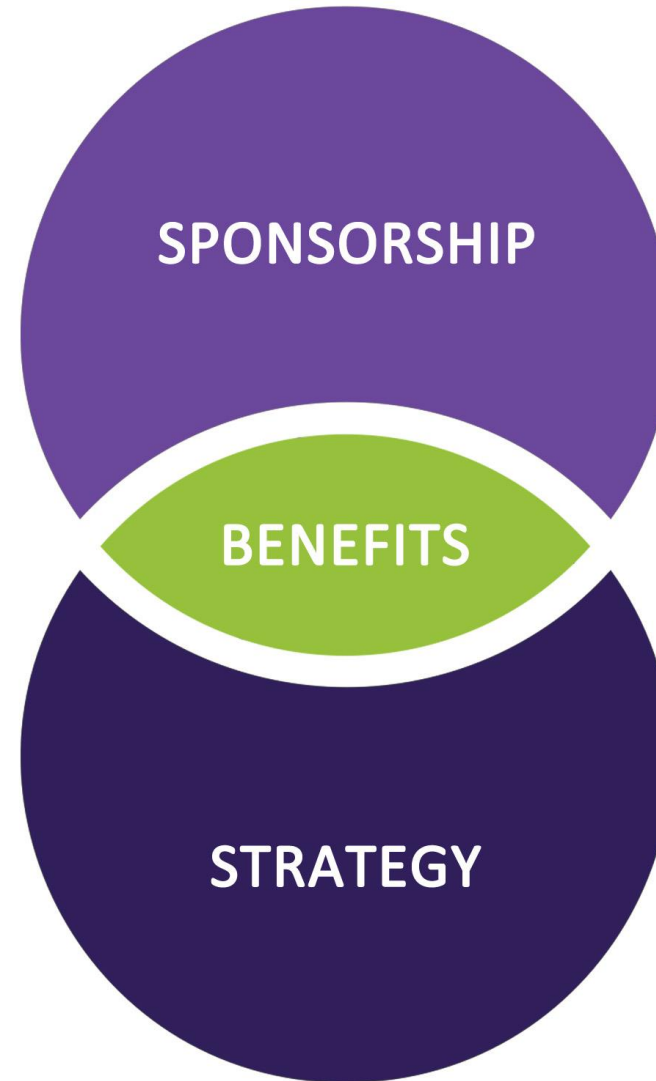
What are your company's Sponsorship Preferences?



## How Associations Can Use the Survey Findings

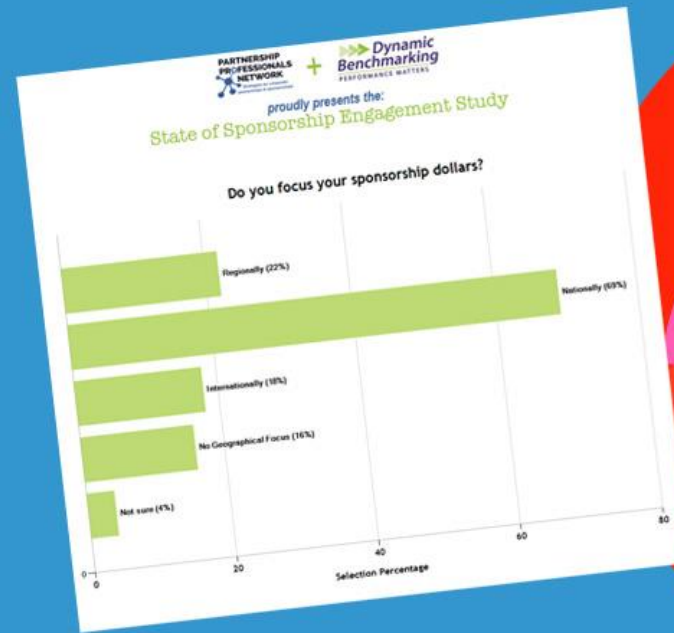
---

- Understand why companies sponsor associations
- Find out if companies are increasing or decreasing their sponsorship expenditures and the number of associations they sponsor
- Discover what benefits are of greatest value to sponsors
- Learn how companies measure sponsorship success





# Key Findings from the Sponsor Survey





# And the Survey Says.....

---



## Participant Feedback:

“Associations should take a more collaborative effort in promoting the necessity and importance of sponsors to achieving their respective missions and simultaneously creating a more harmonious and engaging environment between sponsors and the association membership.”



What Did We  
Discover? Let's Dive  
into the Numbers.

---



## Companies Sponsor Very Few Associations

### Sponsor comment:

*“We want to be  
viewed as a partner  
and not just a  
vendor.”*

55%

sponsor only 1 - 5  
Associations

25%

sponsor 6 - 20  
Associations

7%

sponsor 21 - 29  
Associations

6%

sponsor 30 +  
Associations



## Companies Spend Little on Sponsorships

### Sponsor comment:

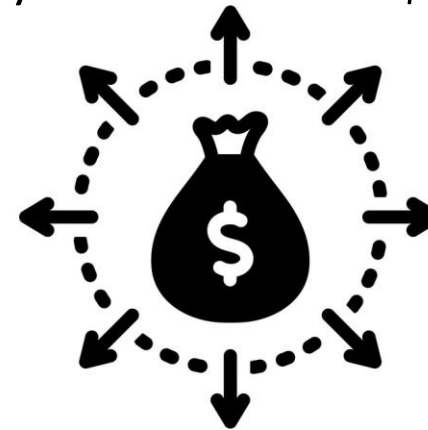
*"Some associations take our check, set up a few things, and I don't hear from them again."*

27%

spend under  
\$50,000 - annually

19%

spend  
\$50,001 - \$250,000



16%

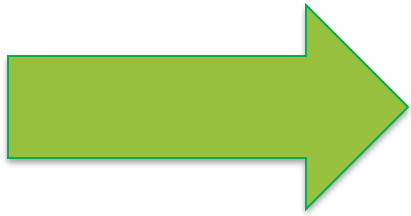
spend more  
than \$250,000

27%

Did not respond  
to the question

## Why do Companies Sponsor Associations?

---



Objectives: Thought  
Leadership,  
Awareness

**Sponsor comment:**

*“We'd like to reach  
members for product  
development  
research.”*

70%

To educate about  
products/services



60%

- Demonstrate expertise/thought leadership
- Create awareness of company
- Meet with Prospects



Some

Want brand alignment;  
showcase social  
accountability;  
differentiate brand



## Companies Not Achieving Sponsor Objectives

### Sponsor comment:

*“Associations should have the ability to create company-specific activations that can target the audience based on our goals.”*

- Only 21% are achieving objectives “most of the time”
- 70% "some of the time"
- 6% said "seldom"





## Most Favored Benefits Vary by Company

### Sponsor comment:

*"I wish associations would create strategic partnerships above and beyond tradeshow."*

Which benefits are most important to your company?

60%

stated that thought leadership/speaking, net working, and mailing lists were most favorable



30%

said content collaboration and sponsoring education were most favorable



only

20%

Stated signage/logo placements and ads were favorable



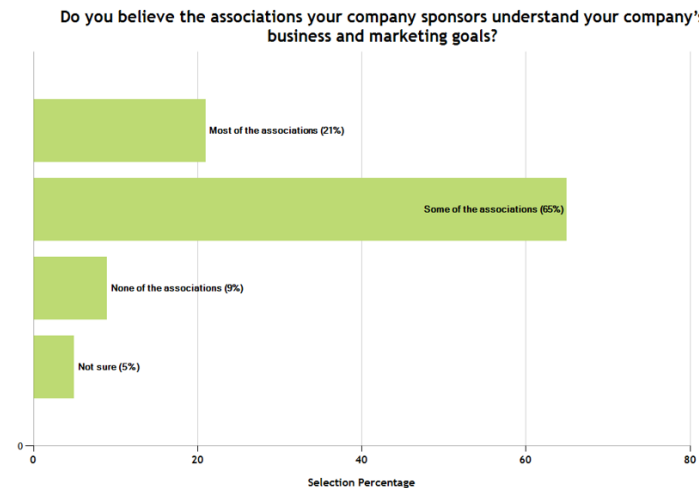
## Associations Don't Know Sponsors' Goals

### Sponsor comment:

*"Our company desires more collaboration on unique ways to engage based on our business objectives."*

### Do associations understand sponsors' business and marketing goals?

- Only 21% of companies said "most of the associations"
- 65% said "some of the associations"
- 9% said "none of the associations"



## Associations aren't Asking for Sponsor Feedback

---

### Sponsor comment:

*"We'd like more  
personal contact  
throughout the  
year."*

### Are associations asking for companies' feedback on sponsor packages?

- 30% of companies said "yes"
- 58% of companies said "no" and most said "I wish they would"



## ROI is Top Measure of Sponsorship Success

### Sponsor comment:

*"We look first at ROI"... "we also consider brand building and relationship building."*

## How do companies measure sponsorship success?

53%

said ROI (return on investment)



30%

said a "general assessment of success"



## What do sponsors prefer?

Prefer: In-person  
Events; Year-long  
Benefits

### Sponsor comment:

*"We want custom  
packages to fit our  
sponsorship goals."*

80%

prefer in-person  
conference  
sponsorships



40%

prefer à la carte  
sponsorships  
throughout the  
year

À LA  
CARTE

30%

prefer year-long  
sponsorship  
packages

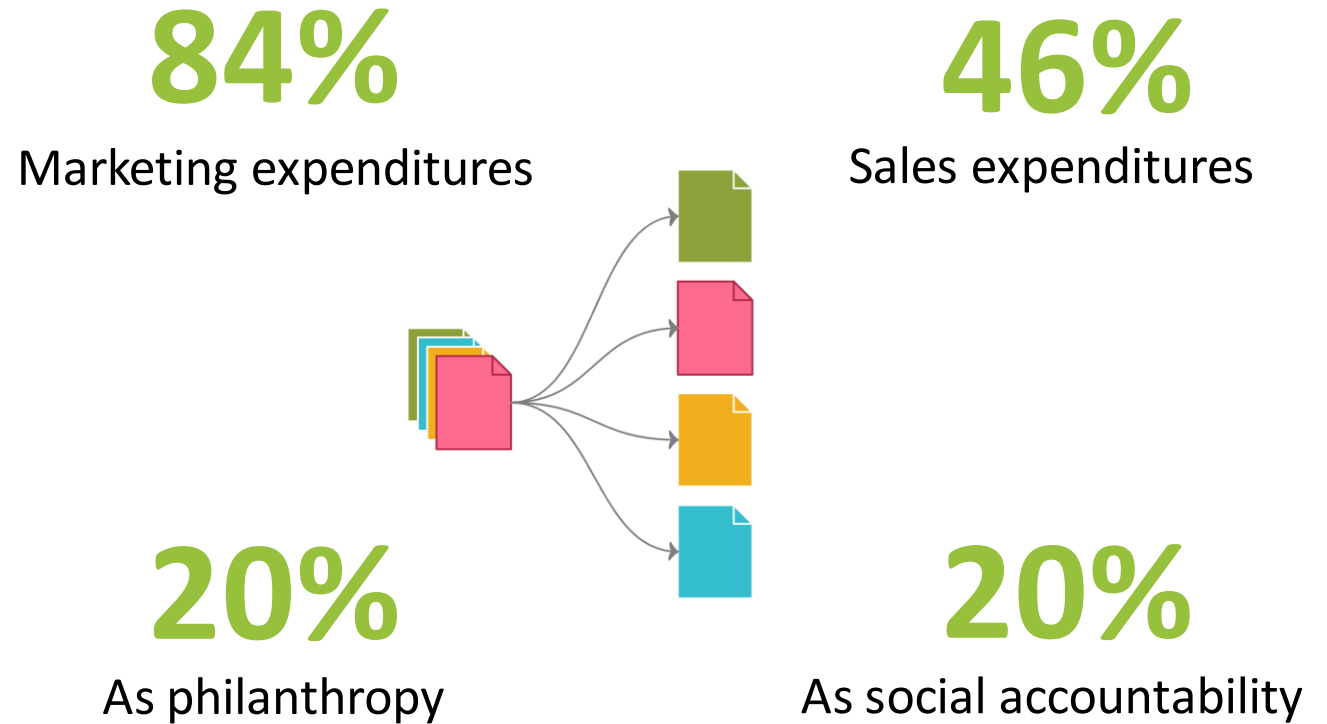


Sponsorships  
Classified as  
Marketing, Sales

**Sponsor comment:**

*“We wish  
associations  
understood the value  
of data and how it  
can be used to drive  
better member  
engagement.”*

**How do companies classify sponsorships?**



# Are Sponsorships Growing?

---





## Are companies changing their sponsorship spends?

### Sponsorship Expenditures Stay the Same

#### Sponsor comment:

*“Our budgets are not limitless and ROI is more important now than ever before.”*

40%

said no change



25%

said increase



33%

said decrease



## Number of Associations Sponsored Stays the Same

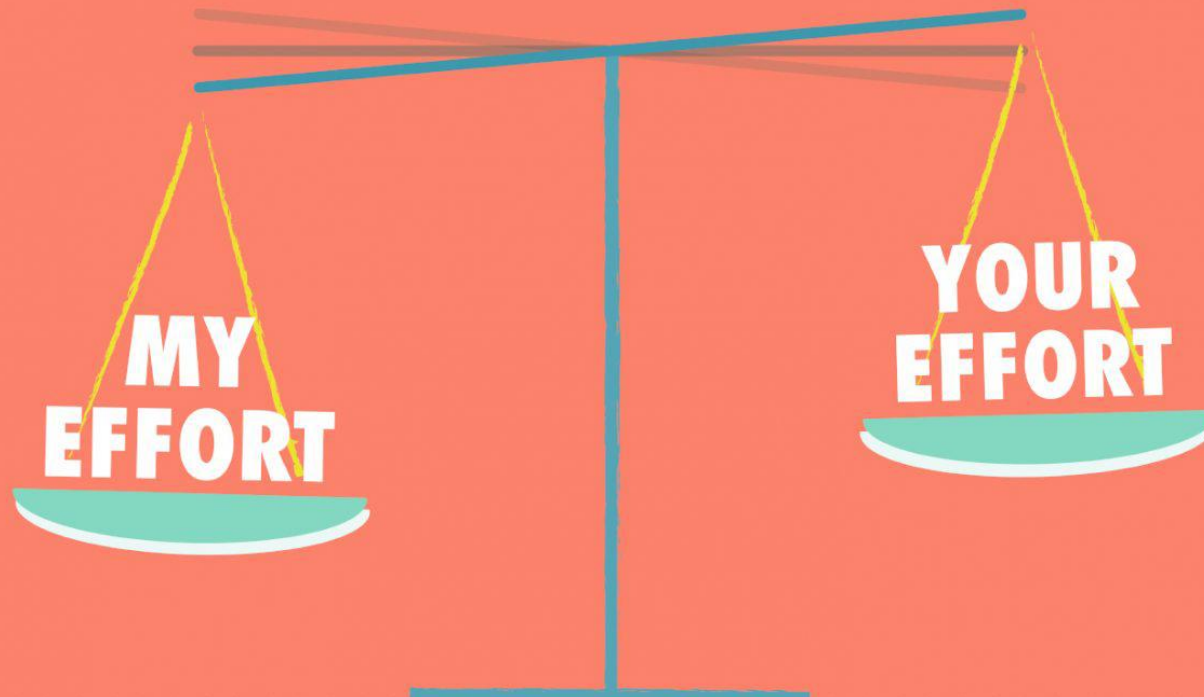
---

### Sponsor comment:

*“Don't take sponsors for granted and assume we'll always support the association.”*

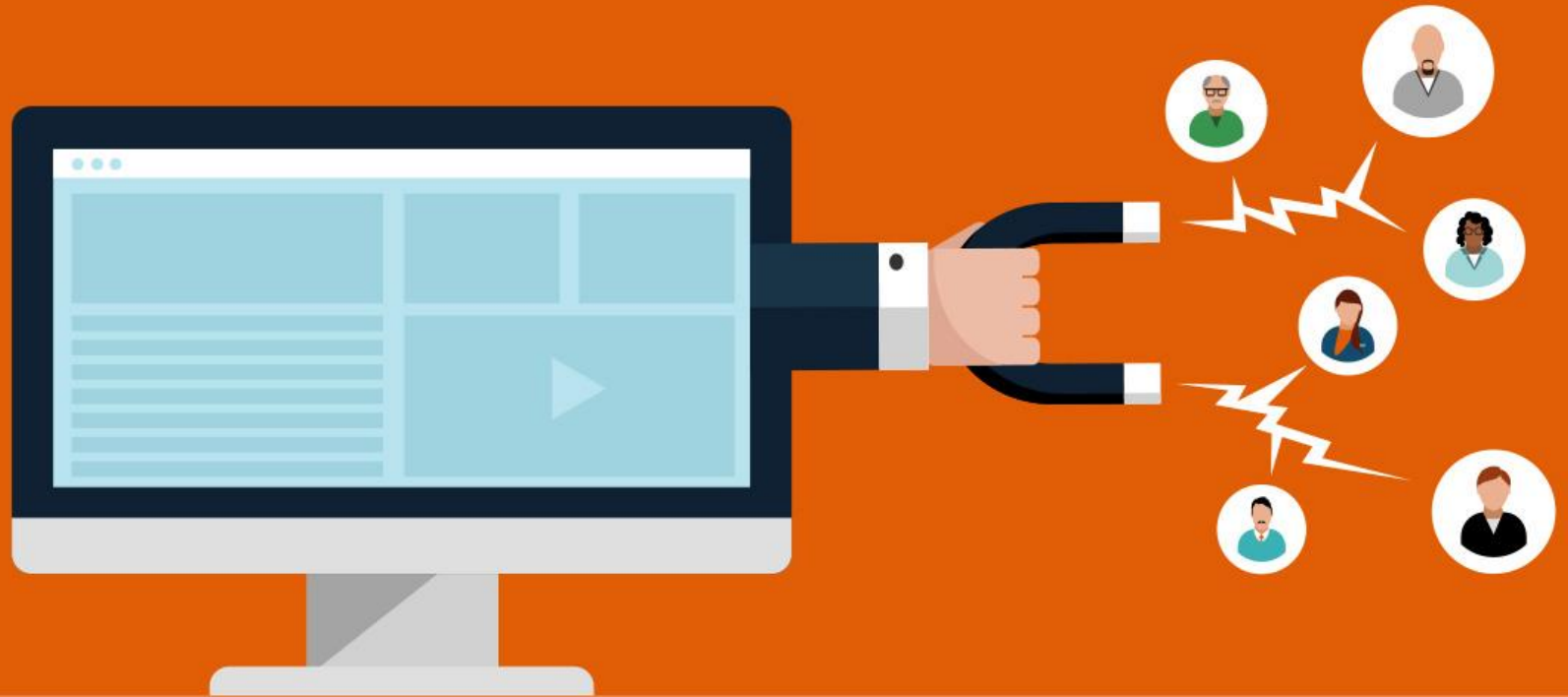
## Are companies changing the number of associations they sponsor?

- 40% said no change
  - 30% increased
  - 25% decreased



Therefore...  
What Should  
Associations Do?

---



## Next Steps for Association Sponsorship Success

---

### Sponsor comment:

*“The association should develop a year-long package of sponsorship benefits so companies can reach and teach members.”*

1. Know your sponsors and exhibitors:

### Surveys, Interviews



2. Be aware of the competition:

### Companies have choices



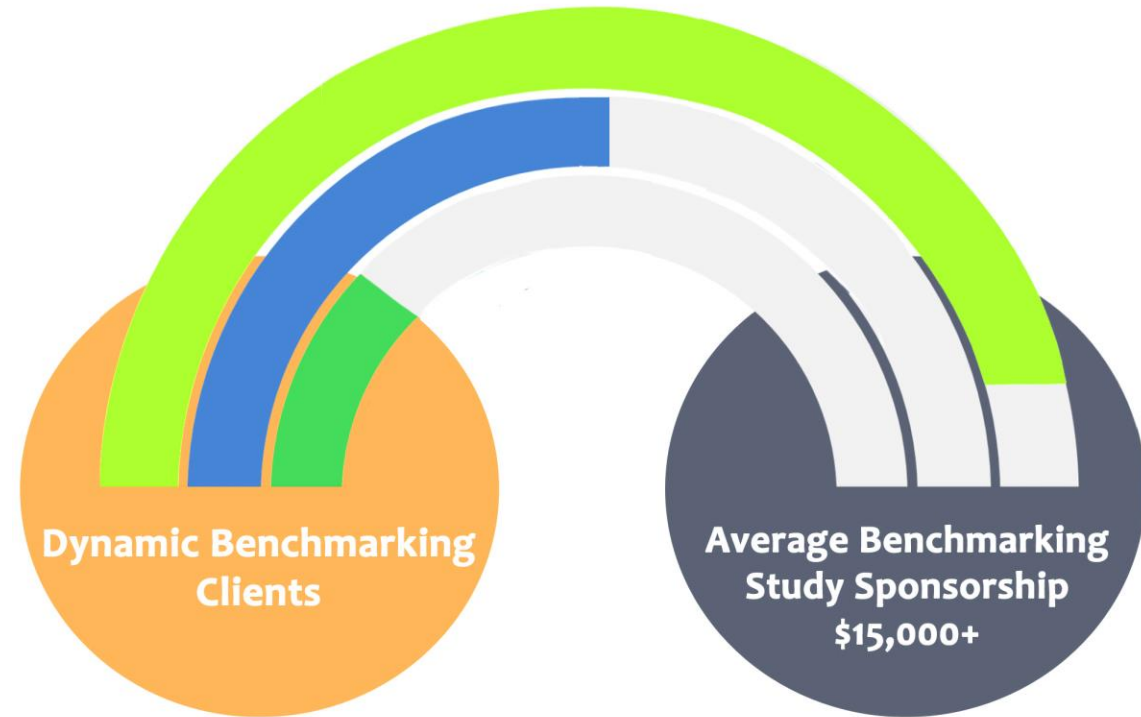
3. Customize for each sponsor:

### Benefits to fulfill business needs



## Sponsorships in Action

---



**90% of DEI Benchmarking Surveys are Sponsored**

**50%+ of Benchmarking Platforms Sold in the Last Year are Sponsored**

**20% of All clients have a Sponsored Platform**

Please place your  
questions in the Q&A  
box or chat box.

---



# Contact Information

---

[www.partnershipprofessionals.network](http://www.partnershipprofessionals.network)

[www.dynamicbenchmarking.com](http://www.dynamicbenchmarking.com)

## Dan Kowitz

[kowitz.dan@jsbpc.net](mailto:kowitz.dan@jsbpc.net)  
[www.jsbpc.net](http://www.jsbpc.net)  
JSB Partnership Consultants



## Bruce Rosenthal

[bruce@brucerosenthal.associates](mailto:bruce@brucerosenthal.associates)  
[www.brucerosenthal.associates](http://www.brucerosenthal.associates)  
Bruce Rosenthal Associates, LLC



## Ray McDonald

[rmcdonald@dynamicbenchmarking.com](mailto:rmcdonald@dynamicbenchmarking.com)  
[www.dynamicbenchmarking.com](http://www.dynamicbenchmarking.com)  
Dynamic Benchmarking

