



## Chapter Connection

### ARMA Sponsorship Process - Best Practices

Contributed by: Christopher Bednar, CRM

Vendor sponsorship (in some chapters known as community relations) is a crucial, but often one of the most challenging responsibilities of running a successful chapter. It is crucial for bringing chapters dollars that can help it grow in a number of ways, such as paying for:

- A state-of- the-art website
- Big-name speakers for their local programs
- Meetings at more upscale locations, perhaps including the food and beverages

The challenges are to identify new potential sponsors and to provide benefits that will drive them to invest.

#### **Incentives for Sponsors**

The ability to network with a large number of attendees is the main benefit companies want for their sponsorship dollars. If your chapter is small, this may feel like a Catch 22 situation: you don't have enough attendees to attract large sponsors or big dollars, yet you need the sponsorship money to increase your attendance.

One piece of advice is to start small. Ask for a few hundred dollars from multiple sponsors instead of thousands from one. You can also target vendors who are new to the area or new to ARMA, and don't forget those who are already part of the network and want to continue to sponsor.

Eventually, you will want to offer different sponsorship options. When creating these packages, be thoughtful about what sponsors will get in return for their dollars. Make sure they know how many members your chapter has and what your average meeting and event attendance is. Package benefits could include:

- Exclusive sponsorship of an event
- Event attendees' e-mail addresses (make sure your members are ok with this)
- Five minutes to speak (pitch their product/service) at a meeting
- The opportunity to place sales materials on tables
- A hyperlinked company logo on the chapter website
- Recognition of the sponsor(s) at each live event and in all marketing materials for that event

#### **Tips**

Vendors have budget cycles, and you'll have better success if you make your request at the beginning of their budgeting cycle. Talk to them to find out when they are. Also, review these ARMA chapter pages for ideas:

[armanyc.org/Become\\_A\\_Sponsor](http://armanyc.org/Become_A_Sponsor); [www.armahouston.org/?page=Sponsorship\\_Opportun](http://www.armahouston.org/?page=Sponsorship_Opportun);  
[www.armaboston.org/sponsors.html](http://www.armaboston.org/sponsors.html); [www.armaazchapter.org/vendors/sponsorship-opportunities/](http://www.armaazchapter.org/vendors/sponsorship-opportunities/)



## Chapter Connection