

Services

Event Development and Strategy

Strategic Consultation & Property Development
Event Creation & Development (see **3E**) * BizDev
Sponsorship Creation & Development
Sponsorship Valuation & Marketing

Event Production

Event Planning * Budget Estimation
Pre-event Coordination * Customer Service
Vendor Selection Negotiation & Management
On-Site Production * Breakdown

Sales & Business Development

Sales Support * Business Development
Sales Analysis * Limited Market Assessment
Targeting * Solicitation * Negotiation
Account Management

Media Alliance and Partnership

Partner Targeting & Solicitation
Partnership Negotiation & Execution
Account Management

Marketing and Activation Strategy

Market Research & Analysis * Industry Comparison
Customer Behavior Analysis
Demographic Deconstruction
Event Calendar Creation & Maintenance

MVP/Marketing Vehicle Programming

Brand programming to the extreme
Integrates sponsor motivation, program
development & positioning: Concept Integration



The Sponsorship Group

Pulsepoint Focus

Powerful Impressions

With nearly 25 years of combined experience at **The Sponsorship Group**, we develop our areas of service in direct response to the needs of our clients. We continue to expand our expertise and deepen our market awareness in order to innovate new communication methodologies leveraging the latest technologies, audience insights, and marketing techniques - all with the ultimate end-game of delivering marketplace impact for our clients.

www.thesponsorshipgroup.com

310-694-3761

Association Management Services

The Sponsorship Group expanded services in 2006 to meet the needs of local professional associations by offering an innovative team approach to Association Management. Building off more than 25 years of combined experience in business management, event production, and technology utilization, **The Sponsorship Group** team provides Association Boards with a customizable end-to-end solution: from back office basics to website maintenance and e-promotion; from recording meeting minutes to full scale special event production, from financial bookkeeping to strategic sponsorship sales and business development.

Having produced hundreds of events, from 100 person executive dinners to thousand-person industry conferences, **The Sponsorship Group** has a wide range & a long history of event production experience (nearly two decades combined). **The Sponsorship Group** applies its event production expertise (called EPP – Event Production Protocols) to enhance Association clients' events and programs just as we have those of Billboard, the SCDF and most recently AAa/e. The goal is to bring as unique and valuable an event experience to the audience (and even the speakers) of clients' events and programs with varied formats, interactive features and the latest event strategies. This unique combination of formats, interactive features and event strategies is trademarked as 3E – Enhanced Event Experiences.

The Sponsorship Group constantly strives to work not only harder, but smarter. As such, **The Sponsorship Group** is constantly seeking technology solutions that simplify work processes or which help deliver greater benefits to clients. **The Sponsorship Group** works with each Board on ways to integrate a web-based technology designed to enhance the member experience, the board operations or anything that will bring significant networking value to the members. Experience has shown that the more benefits members receive and the easier it is to renew membership, the more likely new members will enroll and existing members will renew.



Administration – An end-to-end back-office solution is available that provides association members with customer service via phone, fax, mail, email, or web, and provides board members with meeting minutes, event management, and most importantly timeline management.

Financial Management – All or portions of an association's finances may be managed including e-commerce, merchant accounts, sponsorship invoicing, memberships and bookkeeping.

Event Production – Based on Event Production Protocol standards most association event production work is managed on a two-month out cycle. All aspects of event production are handled, with the exception of programming typically run by a board member.

Membership – Automation is typically the key to most membership features and benefits yet a high level of personalized customer service is maintained throughout all membership touch points.

Database Management – A highlight of available services, the integration of the latest, most cost effective solutions available applied to client membership, sponsor and special guest mailing lists ensures consistency and continued growth of the association.

Programs – Because programs are one of the most important aspects of membership outreach and benefits, years of event production experience is available to assist and guide board members responsible for the individual event programs throughout the process.

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