

Sponsorship Sales and Management Services

Improve your Association's revenue opportunities by utilising The Association Specialists' Sponsorship Sales and Management Service.

By providing an experienced Sponsorship Manager to your organisation TAS will strengthen your industry relationships, increase your brand exposure, develop your marketing opportunities and help grow your revenue.

What's Included?

With your support, TAS' appointed Sponsorship Manager will tailor targeted sponsorship packages to meet the profile of your organisation and help achieve specific objectives.

Services may include:

- An experienced sales professional working for your Association without the overhead expense of hiring, managing and training your own employee
- Collective experience of a dedicated sales team to design and sell suitable packages for your organisation
- Professional, innovative and engaging marketing collateral
- Access to proven processes and systems to ensure maximum coverage of the target market in a professional manner
- Market and competitor research to ensure you are constantly in touch with your suppliers at the right touch point



Benefits

- Gain new or increased revenue stream by securing annual sponsorship for your Association
- Increase your brand exposure by aligning your Association with key organisations in your industry
- Strengthen your relationships with formalised annual sponsorship agreements
- Develop your marketing through innovative and best practice activities
- Strategic alignment through lead generation, market and competitor research to ensure you remain aligned with your industry
- Improve your value proposition by reliably increasing your annual income stream