

# Sponsorship Sales and Management Services

Improve your Association's revenue opportunities by partnering with The Association Specialists' Sponsorship Sales and Management Team.

By working with an experienced Sponsorship Manager, TAS will build industry relationships, increase brand exposure, develop marketing opportunities and help grow revenue for your organisation and its members.

## What's Included?

Working with your TAS' appointed Sponsorship Manager will tailor targeted sponsorship packages to match the profile of your organisation and help achieve your specific objectives. The typical sponsorship service may include;

- An experienced sales professional working with your organisation without the overhead expense of hiring, managing and training your own employee;
- The collective experience of a dedicated sales team to design and sell suitable packages for your organisation;
- Professional, innovative and engaging marketing collateral to help sell your unique opportunities;
- Access to proven processes and systems to ensure maximum coverage of the target market in a professional manner; and
- Research and development of a comprehensive database of contacts to leverage sales.



## Benefits

- Gain new or grow current revenue streams by securing ongoing sponsorship deals for your organisation
- Build your brand by aligning your Organisation with key stakeholders in your industry
- Strengthen your finances with formalised long-term sponsorship agreements
- Ensure you remain aligned with your industry through lead generation, market and competitor research
- Allows you to invest in improved benefits for your members and increase member offering by achieving a reliable annual income stream
- Communicate professionally with your target markets

If you would like to discuss TAS' specialist services in more detail, please contact  
Nell Harrison - [nell@theassociationspecialists.com.au](mailto:nell@theassociationspecialists.com.au) +61 2 9431 8619

Or Lynne Greenaway - [lynne@theassociationspecialists.com.au](mailto:lynne@theassociationspecialists.com.au) + 61 8 6333 0533