




# How to Generate Non-Dues Revenue Through Sponsorship & Banner Ad Sales

**Historically...  
membership dues once  
accounted for 95.7% of the  
association's revenue.**

**KNOW YOUR  
ORGANIZATION'S  
VALUE & LET EVERYONE  
ELSE KNOW IT TOO!**

# SHOW ME THE MONEY!





**BUILD THE FOUNDATION  
TO ENGAGE YOUR  
MEMBERS**

# Know Your Members



# New Member Retention Strategy - Engage + Inform

## *ENGAGE*

- Meet and greet!
- Welcome new members via email and encourage them to visit website members-only area via email login credentials
- Add to new member section of website for 60 days
- Add member to weekly email/communication lists
- List new member in monthly newsletter

## *INFORM*

- Provide a member packet
  - Staff contact information
  - Association information
  - Member information (# of members, individual member interests, etc.)
  - Upcoming events
  - Advertising opportunities



# Be Visual

Commerce Lexington Inc. ABOUT BUSINESS COMMUNITY ADVOCACY EVENTS CONNECT

Best of Croatia Trip  
November 6-14 | [Click here](#)

**Become a Member Now!**  
Find out what Commerce Lexington Inc. can do for your business.  
[Learn more](#)

**TOPS Really works!** *Heather Burgess*  
Five Jewels! [Read my story](#)

Welcome to Commerce Lexington Inc.

What makes Lexington, Kentucky, unique is its variety – the variety of its landscape, educational opportunities, health care choices, family activities, arts and culture, businesses, and economy. In fact, Lexington has been recognized by multiple national sources as a top community for retirement (Forbes & CNN Money), homebuyers (Movoto Real Estate), jobs (Forbes), high-tech start-ups (The Atlantic Cities & Kaufman Foundation), and college towns (Livability.com). Lexington was also named a Google eCity in 2013, recognizing the top on-line business communities in each state. Whether you're coming here to live, work, start a business, or

**LOCAL BUSINESS OWNERS,**  
Do you have too much going on to keep up with social media?



74% of online adults use social media network sites\*

Let us take over this part of your business by:

- Cleaning up incorrect listings online
- Building social pages
- Posting to social media 2-4 times per week
- Responding to reviews (good or bad) within 48 hours
- Converting your site into a mobile site

**HLmedia**  
DIRECT BY LEASER  
KENTUCKY/CLM  
Call Heather McGinnis at 859-231-3164 to find out more.

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## Member Resources

**SUBMIT**  
  
**EVENTS**

**FIND**  
  
**JOBS**

**MEMBER**  
  
**NEWS**

**DISCOUNTS**  
  
**MEMBER**

**MEMBER**  
  
**LOG-IN**

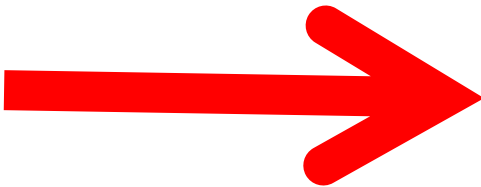
**BENEFITS**  
  
**MEMBER**

**JOIN**  
**BUSINESS DIRECTORY**

Video  
Commerce Lexington Inc.  
  
Welcome  
Education  
Real Estate & Relocation  
Quality of Life

**Office DEPOT** SAVE UP TO 45%

Set Goals Earn Points Get Rewards  
Click Here to Get Started!



## Upcoming Events

**Jun 26** Ribbon Cutting - Crank & Boom Craft Ice Cream  
4:00 PM - 4:30 PM Jun 26, 2015 - Jun 26, 2015

**Jun 26** Ribbon Cutting - Aging with Grace, Aging in Place (The Healthclub for Seniors)  
3:00 PM - 3:30 PM Jun 26, 2015 - Jun 26, 2015

**Jul 02** Public Policy Luncheon  
12:00 Noon - 1:30 PM Jul 02, 2015 - Jul 02, 2015

[View All Events](#)

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Doing what's best for your wallet



# Tips to Help Build a Powerful Website

*Goal: Increase Traffic*

Use Location  
Words

Create Quality  
Content and  
Build a  
Community

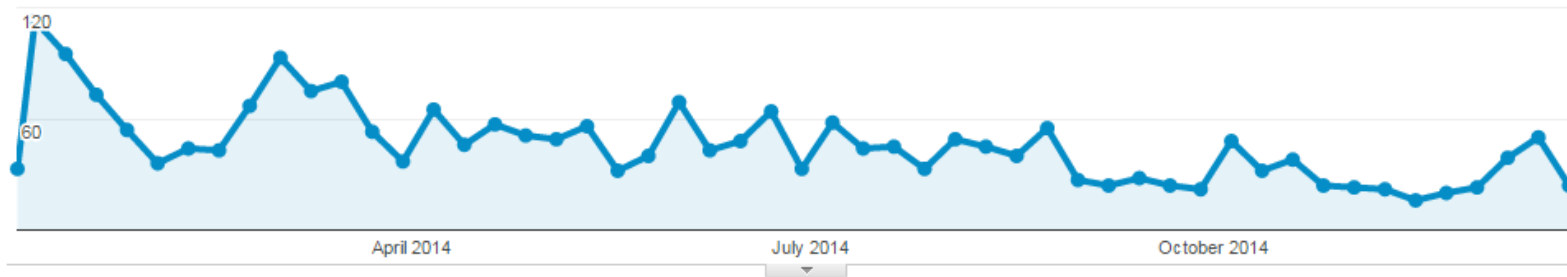
Get Reputable  
Links To and  
From Local  
Organizations

# Referral Traffic

Sessions vs. [Select a metric](#)

Day Week Month

● Sessions




Primary Dimension: [Source](#) [Landing Page](#) [Other](#)

Plot Rows Secondary dimension Sort Type: Default

Source ?	Acquisition			Behavior			Conversions	
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
	2,431 <small>% of Total: 9.47% (25,670)</small>	62.57% <small>Avg for View: 73.88% (-15.31%)</small>	1,521 <small>% of Total: 8.02% (18,965)</small>	57.42% <small>Avg for View: 60.78% (-5.52%)</small>	2.63 <small>Avg for View: 2.50 (5.04%)</small>	00:03:04 <small>Avg for View: 00:01:57 (58.11%)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>
1. <a href="#">indmaa.org</a>	736 (30.28%)	47.69%	351 (23.08%)	54.08%	1.89	00:03:58	0.00%	0 (0.00%)
2. <a href="#">aglime.org</a>	218 (8.97%)	48.17%	105 (6.90%)	33.94%	4.63	00:05:47	0.00%	0 (0.00%)

**DESIGN AN ADVERTISING  
PROGRAM THAT DRIVES  
RESULTS**

The background is a solid blue color. In the lower right quadrant, there is a faint, light blue graphic consisting of several lines radiating from a central point, resembling a starburst or a stylized wheel. There are also some larger, semi-transparent blue circles scattered across the background.

# LISTEN TO YOUR MEMBERS!



What are they trying to accomplish?

Who is their customer?

What is important to them as an organization?



# **CREATE LEVELS FOR MEMBER LISTINGS**

# Member Listings

✱ Offer the opportunity for your members to stand out from the rest of the pack... for a price \$\$

✱ **Present 3 member listing level options:**


1. Level I-Standard Member Listing
2. Level II-Enhanced Member Listing
3. Level III-Premiere Web Package



### Weblink International, Inc. - Level 1

3905 West Vincennes Road, Suite 210  
Indianapolis, IN 99999 9999

 DJ Muller

 877-231-4970





[Learn More](#) | [Visit Site](#) | [Show on Map](#)



### Weblink International, Inc. - Level 2

3905 West Vincennes Road, Suite 210  
Indianapolis, IN 99999 9999

 DJ Muller

 877-231-4970





[Learn More](#) | [Visit Site](#) | [Show on Map](#)




### Weblink International, Inc. - Level 3

3905 West Vincennes Road, Suite 210  
Indianapolis, IN 99999 9999

 DJ Muller

 877-231-4970

 877-231-4970




WebLink provides Chambers of Commerce, business associations, and member based organizations web-based membership management solutions to improve membership sales, increase retention and non-dues revenue, and deliver added value to your members.


[Learn More](#) | [Visit Site](#) | [Show on Map](#)




### Weblink International, Inc. - Level 4

3905 West Vincennes Road, Suite 210  
Indianapolis, IN 99999 9999

 DJ Muller

 877-231-4970

 877-231-4970

Member since: 2013



WebLink provides Chambers of Commerce, business associations, and member based organizations web-based membership management solutions to improve membership sales, increase retention and non-dues revenue, and deliver added value to your members.


[Learn More](#) | [Visit Site](#) | [Show on Map](#)




### Weblink International, Inc. - Level 5

3905 West Vincennes Road, Suite 210  
Indianapolis, IN 99999 9999

 DJ Muller

 877-231-4970

 877-231-4970

Member since: 2013



WebLink provides Chambers of Commerce, business associations, and member based organizations web-based membership management solutions to improve membership sales, increase retention and non-dues revenue, and deliver added value to your members.

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## Restaurants and Dining

[Search](#) | [Advanced Search](#) | [New Members](#) | [Coupons and Discounts](#) | [All Categories](#)

Sort alphabetically by... ▾

1 | 2 | 3

### McDonald's, Valley Plaza

Mr. Ronald McDonald  
845-859-4718  
Member since: 2010



Since 1955, we've been proud to serve the world some of its favorite food. And along the way, we've managed not just to live history, but create it: from drive-thru restaurants to Chicken McNuggets to college credits from Hamburger U and much more.

[Learn More](#) | [Visit Site](#)



### Domino's Pizza

4000 West Main Street  
Belleville, IL 62226  
(618) 277-0300

[Learn More](#) | [Visit Site](#) | [Show on Map](#)

### Linda's Country Kitchen

491 Skillet Road  
Concord, NH 3301



### Related Categories

[Restaurants and Dining](#)  
[American Food](#)  
[Coffee Shops](#)

## McDonald's, Valley Plaza

[Search](#) | [Advanced Search](#) | [New Members](#) | [Coupons and Discounts](#) | [All Categories](#)

Restaurants, Food & Beverages >> Restaurants and Dining >> American Food

### McDonald's, Valley Plaza

Mr. Ronald McDonald

845-859-4718

Visit Site



### Related Categories

Grocery  
Hotels  
Restaurants and Dining  
American Food  
Coffee Shops  
Italian  
Lounge  
Other  
Pizza  
Steakhouse

Connect With Us



### Mission & Values

McDonald's brand mission is to be our customers' favorite place and way to eat and drink. Our worldwide operations are aligned around a global strategy called the Plan to Win, which center on an exceptional customer experience – People, Products, Place, Price and Promotion. We are committed to continuously improving our operations and enhancing our customers' experience.

### McDonald's Values

We place the customer experience at the core of all we do. Our customers are the reason for our existence. We demonstrate our appreciation by providing them with high quality food and superior service in a clean, welcoming environment, at a great value. Our goal is quality, service, cleanliness and value (QSC&V) for each and every customer, each and every time.

We are committed to our people. We provide opportunity, nurture talent, develop leaders and reward achievement. We believe that a team of well-trained individuals with diverse backgrounds and experiences, working together in an environment that fosters respect and drives high levels of engagement, is essential to our continued success.

We believe in the McDonald's System. McDonald's business model, depicted by our "three-legged stool" of owner/operators, suppliers, and company employees, is our foundation, and balancing the interests of all three groups is key.

We operate our business ethically. Sound ethics is good business. At McDonald's, we hold ourselves and conduct our business to high standards of fairness, honesty, and integrity. We are individually accountable and collectively responsible.

We give back to our communities. We take seriously the responsibilities that come with being a leader. We help our customers build better communities, support Ronald McDonald House Charities, and leverage our size, scope and resources to help make the world a better place.

We grow our business profitably. McDonald's is a publicly traded company. As such, we work to provide sustained profitable growth for our shareholders. This requires a continuous focus on our customers and the health of our system.

We strive continually to improve. We are a learning organization that aims to anticipate and respond to changing customer, employee and system needs through constant evolution and innovation.

Member since: 2010

Send A Message To:

McDonald's, Valley Plaza

Your Name:

Your Email:



# Banner Ads

## ✂️ Benefits for your members:

- Builds brand awareness and recognition
- Generates additional sales



# Banner Ads

## ✱ When selling banner ads:

- Promote long term contracts (do not offer banner ad contracts for less than 6 months)
- Limit how many different advertisers place ads on any given page and/or locations so that ads are seen continuously and consistently



# Banner Ad Types



Best of Croatia Trip  
November 6-14 | [Click here](#)

### Become a Member Now!

Find out what Commerce Lexington Inc. can do for your business.

[Learn more](#)

Participating in our Commercial Rebate Program

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Member Resources

[JOIN](#)

## Upcoming Events

- Jul 02
Public Policy Luncheon  
12:00 Noon - 1:30 PM Jul 02, 2015 - Jul 02, 2015
- Jul 06
Ribbon Cutting - Freakin' Unbelievable Burgers & Street Craves  
6:00 PM - 8:30 PM Jul 06, 2015 - Jul 06, 2015
- Jul 08
ConnectForLunch  
12:00 PM - 1:00 PM Jul 08, 2015 - Jul 08, 2015

[View All Events](#)

VIDEO GALLERY

Lexington, KY - Jun 19, 2015 4:24 pm

**LOCAL BUSINESS OWNERS,**  
Do you have too much going on to keep up with social media?

**74% of online adults use social media network sites**

Get us. Take over this part of your business by:

- Creating an internet strategy
- Building social media
- Posting to social media 7-8 times per week
- Connecting your site with a mobile site

**Call Heather McGinnis at 859-231-3164 to find out more.**

Doing what's best for your wallet.

That's our priority.

AT PARK COMMUNITY CREDIT UNION, YOUR SUCCESS MATTERS MOST.

[EXPLORE OUR ACCOUNTS](#)



**SQUARE BANNER ADVERTISEMENT**

**LEADERBOARD/FULL BANNER ADVERTIS**



The background is a solid blue color with faint, abstract geometric shapes in a lighter shade of blue. These shapes include circles and lines that intersect to form a network-like pattern, possibly representing a globe or a data structure. The text is centered and has a slight drop shadow.

# **PRICING YOUR ADVERTISING OPPORTUNITIES**

# Factors to Consider

- ✂ Traffic on website
- ✂ Anticipated # of impressions
- ✂ Placement of advertisement (page, location, size)
- ✂ Average time spent on a specific page'
- ✂ Pricing of advertising with the newspaper, Yellow Pages websites, and other publications in your market.

# Establish Pricing per Page

## How to calculate cost per thousand impressions:

- ✂ Home Page Views Over 1 Year: 50,000
- ✂ Time on Page: 1:30 minutes
- ✂ # of Rotations: 3 rotations with 6 different ads
- ✂ Projected # of Impressions: 150,000

$$\frac{150,000 \text{ impressions}}{1,000} \times \$10 \text{ per Impression} = \$1,500 \text{ annually} \text{ (}\$125 \text{ per month)}$$

# Factors to Consider

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# Establish Advertising Packages

✱ Bundle ad locations and different member listings to attract different members' needs

✱ **Example:**

- Home Page Advertisement (Leaderboard Ad) + Premier Web Package + Secondary pages.



## Introductory Advertising Package Specials

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

### High Profile Package

Mass Exposure

**Ads on:**

- Home Page
- Choose (2) Featured Pages  
(Chamber Events/Bus. Directory/  
Community Calendar)
- Interior Pages  
(UP TO 10 LOCATIONS)
- Enhanced Web Listing

**13 Ad Pages + Enhanced Listing**

**Promo Price: \$2,500/yr.**

### Business Builder Package

Great Exposure. Targeted

**Ads on:**

- Choose (2) Featured Pages  
(Chamber Events/Bus. Directory/  
Community Calendar)
- Interior Pages  
(UP TO 8 LOCATIONS)
- Enhanced Web Listing

**10 Ad Pages + Enhanced Listing**

**Promo Price: \$1,800/yr.**

10% Pay-in-Full Discount

### Member Package

Good Exposure. Targeted.

**6 Ad Pages + Enhanced Listing**

**Ads on:**

- Choose (1) Featured Pages  
(Chamber Events/Bus. Directory/  
Community Calendar)
- Interior Pages  
(Up to 5 Locations)
- Enhanced Web Listing

**Promo Price:  
\$1,200/yr.**



# ROI Measurement Tools

- ✂ Use WebLink Connect to pull reports to show members their website traffic, banner ad impressions and click through rate, directory listing views, etc.
- ✂ Share this information with your members on a consistent basis

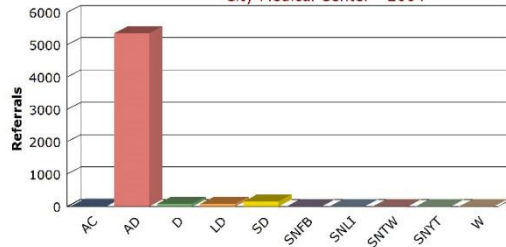
## Anytown Chamber of Commerce

Referral Report 6/1/2016 to 6/25/2016

<b>Name</b>	City Medical Center	<b>Phone</b>	(724) 724-8411
<b>ID#</b>	2664	<b>Fax</b>	(724) 940-5790
<b>Address</b>	4002 Vista Way Centerside, CA 57906	<b>Web</b>	<a href="http://www.citymed.org">www.citymed.org</a>

### Referrals By Type

City Medical Center - 2664



**AC** = Banner Ad Clicked  
**AD** = Banner Ad Displayed  
**BR** = Business Connect Detail Viewed  
**BV** = Business Connect Listing Viewed  
**CD** = Coupon Details Displayed  
**CV** = Coupon List Viewed  
**D** = Business Listing Displayed  
**DV** = Daily Vacancy Referral  
**E** = Email Sent From Website  
**F** = FrontDesk Referral  
**LD** = Individual Listing Displayed  
**M** = Map Displayed  
**ML** = Members Only Login  
**SC** = Sponsor Image Clicked  
**SD** = Sponsor Image Displayed  
**SM** = Sponsor Message Displayed  
**W** = Website Clicked On

# Referral Report



DUSTIN  
GILBERT



## **Dustin Gilbert**

**SENIOR BUSINESS DEVELOPMENT  
REPRESENTATIVE**



# WHAT

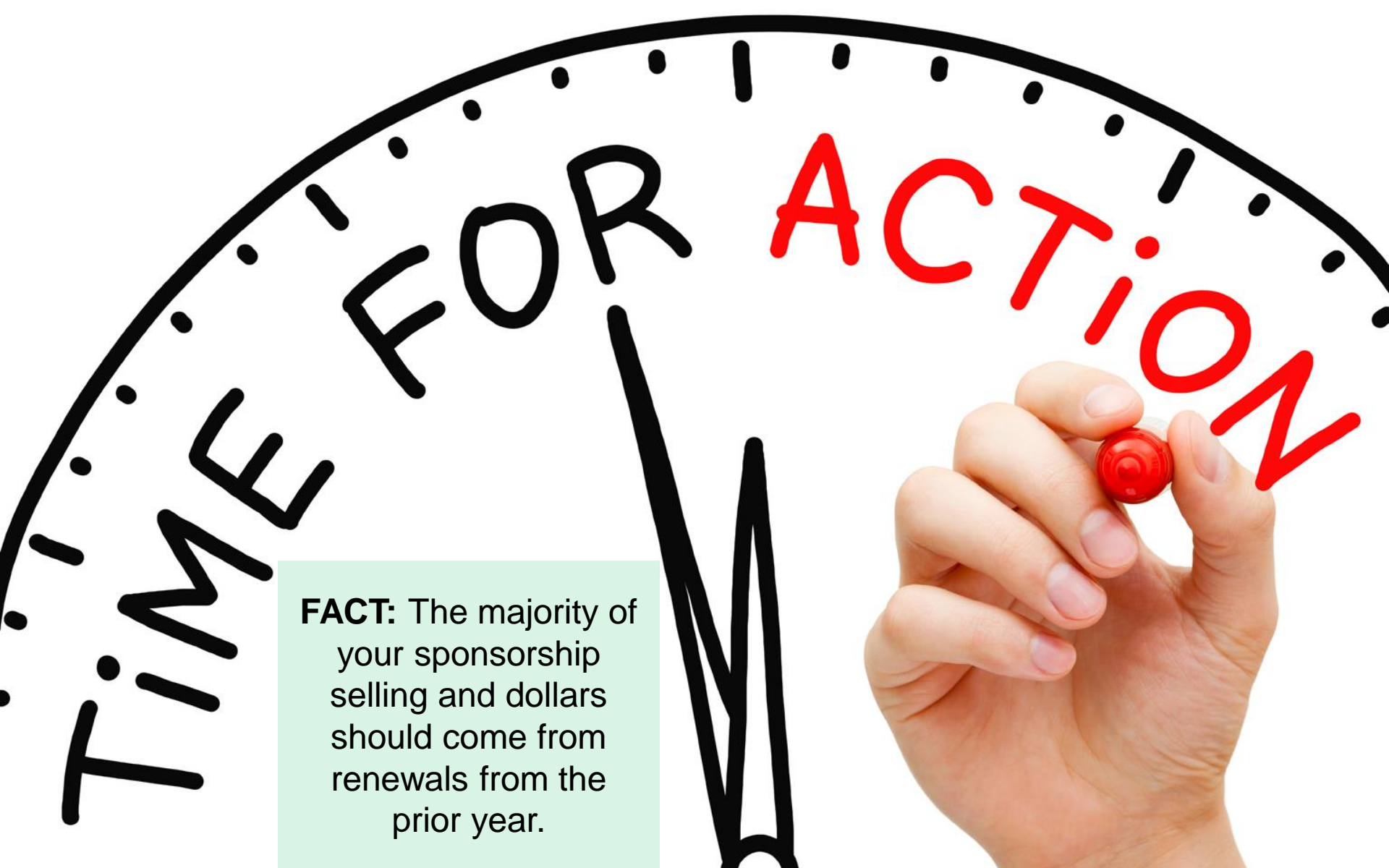
is a sponsorship?

**X WHAT**

is a sponsorship to you?

**✓ WHAT**

is a sponsorship to the customer?



TIME FOR

ACTION

**FACT:** The majority of your sponsorship selling and dollars should come from renewals from the prior year.

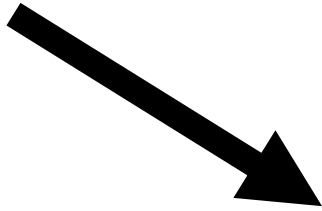


# THE TRADITIONAL APPROACH



# Get Creative With Your Sponsorship Real Estate

*Meet Joe*



✂️ Joe is the owner of Joe's Plumbing and Water Damage Repair

## Sponsorship Package Options:

1. Gold, Silver or Bronze Sponsorship  
**OR**
2. "DRAIN IT" Sponsorship

# How Many Sponsors Is Ideal?

- It's simple – there is no right answer.
- The number of sponsors that you have is dependent upon the:
  - Event
  - Anticipated attendance
  - Type and quality of attendees
  - Promotional and marketing efforts utilized

# How Many Sponsors Is Ideal?

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# In-Kind Donations

✂ Noncash contributions and/or contributed services

✂ **Example:** A supermarket or local grocer donates a food for your event



✂ Remember to steer clear of “logo soup”



# Nonprofit Accounting Basics

- ✱ There are specific to account for in-kind donations
- ✱ Be smart and know the accounting guidelines that you need to follow to properly account for these donations on your financial statements

# Who Should You Be Selling To?





# Qualifying Potential Sponsors

- ✱ Research and qualify potential sponsors
- ✱ **Ask:** Is this sponsorship the right fit?
- ✱ Understand potential sponsors' marketing objectives and leverage them with your organization's marketing

# Bundle, Bundle, Bundle!

- ✂ Give sponsors the option to bundle their sponsorship and marketing dollars over multiple events



# The Proposal

- ✱ Tailor sponsorship proposals based on the sponsorship package
- ✱ Be specific and ensure that all sponsorship details are explicitly outlined
- ✱ Always have someone proofread the final proposal before submission

Presented by AT&T, IBM & ExxonMobil



# Pricing Your Sponsorships

- ✱ Be realistic - your sponsorship is only as valuable as potential sponsor's perceive it to be
- ✱ Communicate value
- ✱ Don't over promise and under deliver
- ✱ Always remember sponsorship sales are all about yearly renewals

**ENGAGEMENT.**

# Sugar Coat Statistics

- ✂ **Make your sponsors feel GREAT about their sponsorship**
  - Share stats to pump up the value of your sponsorship (ex. social media metrics)
  - Understand your sponsors' goals
  - Remember, savvy sponsorship buyers care about SALES





**The  
Fulfillment  
Report**





# Thank you!

## Questions?