

TTRA Board Policy Discussion on Sponsorship/Sales Procedures

Prepared by Michael Palmer

June 12, 2009

Question:

What is/should be the policy on creating and pricing TTRA sponsorships?

Reason for this issue:

There does not appear to be a TTRA Policy on creating and pricing sponsorships. Since the management team receives commission on sales of sponsorships the Board should establish guidelines on how they are created and priced.

Background:

- Sponsorships are important to financial viability of associations
- Sponsorships can be for conferences and other events and activities throughout the year
- Sponsorships can be general in nature for a given event or a sponsorship for a specific product, activity or service
- Sponsorships for a specific product, activity or service can be classified as “required” or “optional”. A required product, activity or service will be purchased even if we don’t get a sponsor (i.e. name badges). Optional product, activity or services will only be provided if there is a sponsorship (i.e. a flash drive with conference attendee information)
- There is always an issue on selling required sponsorships (what we need) versus selling a “new” or non-required sponsorships. After trying to sell a potential sponsor on the list of currently available sponsorships, we normally proceed to discussion of “new” or creative sponsorship options, if available.
- Optional sponsorships should only be sold if the sponsorship covers the cost (including any commissions) of the optional product, activity or service to be provided.
- Sponsorships can be described as being a cash sponsorship or an in kind sponsorship.
- “In kind” sponsorships can be just as valuable as or more valuable than cash and can save the association a lot of money that can be spent on other items

Suggestions:

See the suggested sponsorship policies on creating and pricing sponsorships attached. Note these policies are written as a part of the management teams proposed standard operating procedures which include other SOPs on selling and servicing sponsorships.

Action Requested:

1. Create a policy or delegate it to the executive committee or a taskforce.