



AACB's 2010 Staff Scholarship Runner-up Report by Kylie McKenzie of Brisbane Marketing Convention Bureau

***Sponsorship Fundamentals***  
***Canberra***  
***March 2011***

The sponsorship fundamentals course was excellent.

The key points I gained from the course are:

- Sponsorship is not the best word to use rather it is a partnership
- This partnership should be for at least one full year of opportunities for both parties not just a once only event
- It is not fund raising
- The association needs to spend 20% of the sponsors money back on building and developing the relationship
- The wording on the proposal and use of a hero shot was interesting also (just printing the document landscape style instead of portrait make it more likely to stand out)
- You need to have many contacts within the organisation you are targeting for sponsor dollars
- The sponsor may not care about anything your association does all they want to know about is their return on investment
- Sponsorship can help drive membership for associations eg. AMA offer a discount on VW cars to all new members but they need to also offer a discount on the servicing of the car so that doctors are encouraged to stay on as members for longer than one year
- The section on valuing your business worth was excellent
- Also putting a value on conference collateral was great for me as I think we could be selling the life of our items a bit more or differently at least.
- There were great sales tips on how to present your sponsorship proposal and structure your follow up phone calls and appointments  
I could go on and on....

Thank you to AACB Inc. for the opportunity to attend this course. Personally I gained a lot not only from the course material but the meetings I had in Canberra and the fact that I was in a different city to do it all in. The opportunity to network with associations on a slightly different level was great for me. I am sure Brisbane Marketing will benefit from the many different ideas I have returned with and I am looking forward to passing on some ideas and advice to our clients.

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