

Making Sponsorship Dollars out of Good Common Sense

“Show me the money”

Angela Mandas
Past President of CA

What do your members want at their convention?

- Coffee breaks
- Tote bags
- Chocolates
- Clipboards
- Student scholarships
- Exhibit hall appetizers
- Student freebies

It can be done!

- Review the ASHA list of exhibitors located on the website
- Find the companies that your members would like to have at the convention
- Prepare a list of companies in your state that are registry companies
- Decide on what perks are easier than others: is it manageable with the hotel to offer coffee in the morning or cookies in the afternoon
- Solicit the exhibitors for sponsorship dollars
- Find a few members who would like to contact the exhibitors

What would benefit the sponsors

- Their company name on your handouts, clipboards or banners
- Website visibility
- Posters throughout the exhibit hall
- Sponsoring a big name in the field
- An opportunity to educate the members

How much should you ask for?

- This discussion should occur after a walk through at the hotel or convention center
- The cost of coffee may be \$900 a day. Therefore, you may need 3 different sponsors to deliver this product to your members
- Think of things that your sponsors would like to participate in and then ask.
- The worst thing is that they say “No”.

Sponsorship ideas from CA

- Exhibit Hall opening – offer members appetizers and charge them a small fee for a wine tasting
- Clipboard with your state logo and sponsors logo to each registered attendee
- Tote bag with many sponsors
- Student breakfast- contact the Council of State Schools or programs for assistance

Additional ideas

- Student Forum: Invite the ASHA president to speak to the students, invite the board of directors, invite the NSSLHA reps to attend. Have box lunches for the students \$10-15 each at most hotels
- Coffee breaks
- Chocolate breaks throughout the exhibit hall, meeting rooms or in the job resource center

Ask and you shall receive

- Association Dinner – ask one company or multiple companies to reduce the cost for the members to attend the dinner. The Dinner in San Francisco is approximately \$75.00 each. This is too high for many members, so obtain sponsorship to reduce the cost and the companies get their name in print.
- President's Reception – appetizers compliments of one or more companies

For more information

Angela Mandas
MGM84@aol.com