



Tip of Value

Non-Dues Revenue Through Annual Sponsorships



By: Kay Gonzalez

Association Manager & Meeting and Events Administrator

In today's ever-evolving landscape, non-profit organizations are discovering the power of non-dues annual sponsorships to bolster their financial sustainability and amplify their impact.

By diversifying revenue streams beyond traditional membership dues, non-profit organizations can reduce dependency on fluctuating membership levels and economic uncertainties. These sponsorships offer businesses and individuals a unique opportunity to enhance brand visibility while aligning with causes that resonate with their values.

Tailored sponsorship packages allow non-profit organizations to offer customizable opportunities for logo placement, recognition in marketing materials, and sponsorship of networking events or programs. Cultivating long-term relationships with sponsors is key, fostering trust, shared goals, and measurable impact. Leveraging technology and data analytics enables non-profits to optimize sponsorship strategies and maximize value for sponsors.

Through transparency and accountability, non-profit organizations uphold trust with sponsors and stakeholders, providing clear information on how sponsor contributions are utilized and demonstrating tangible outcomes achieved. Ultimately, non-dues annual sponsorships offer non-profits a strategic avenue for diversifying funding sources, strengthening their financial sustainability, and advancing their mission to drive positive change in communities worldwide.

Some examples of non-dues revenue through annual sponsorships include:

- Grant writing
- Membership donations
- Educational webinars

- Advertisements on website, social media and/or newsletters
- Networking event
- Post in-person meeting events
- Consulting services
- And more!

Here are some useful links to help you:

- [14 Ways To Grow Your Association's Non-Dues Revenue](#)
- [Ideas For Generating Non-Dues Revenue For Your Association](#)
- [How To Generate Non-Dues Revenue From Association Sponsorships](#)

Team Member Highlight



Mike Andersen
Association Manager

Michael Andersen is a seasoned Corporate Event Planner with a career spanning over two decades. Starting in the early 2000s, Michael has navigated the event planning industry with a dynamic blend of in-house directorship at leading Destination

Management Companies and high-profile contract work for renowned marketing agencies across the United States. Renowned for his mastery in orchestrating a detailed run of show, Michael has seamlessly managed upwards of 200 events annually, showcasing not only his skill but his ability to maintain a positive, upbeat demeanor under pressure.

Choosing to pivot from the fast-paced road life, he now dedicates his expertise to offering personalized attention to each client, ensuring unparalleled event experiences. Beyond corporate event planning, Michael is proficient in WordPress web design, a skill he continues to offer to select clients, blending technical savvy with creative flair.

Away from professional commitments, Michael's passion for adventure shines through. Alongside his partner Andrea and their beloved furbaby, Bruce Lee the Pug, he embraces the thrill of exploration. Though a Chicago native, Michael's journey led him to a memorable stint in Asheville, NC, before setting down roots in Northern Michigan. Here, he loyally cheers for his hometown Chicago Bears, while also embracing the Detroit Lions as his new secondary team.

Michael Andersen stands out not only for his extensive experience and expertise but also for his unique approach to life and work—always positive, always moving forward.

New Client Highlight

Risk and Insurance Management Society, Inc. (RIMS) — Chicago Chapter



CAM is proud to introduce our newest client, the Chicago Chapter of Risk and Insurance Management Society, Inc. (RIMS).

RIMS is a global not-for-profit organization representing more than 3,500 industrial, service, nonprofit, charitable and government entities throughout the world. Founded in 1950, RIMS brings networking, professional development and education opportunities to its membership of more than 10,000 risk management professionals who operate in more than 120 countries.

CAM Services

Explore the array of services we offer to cater to your needs and elevate your experience with us. We are committed to delivering excellence in every aspect. Discover how we can make a difference for you!

Executive Level Services

Implement and support association policies, assist with strategic planning, provide guidance and leadership, and develop program design and production.

Office Based Services

Serve as a national or local association office, providing a fully functional office with a member call-in number, and conducting daily business along with handling related correspondence.

Meeting & Event Planning

Manage trade show solicitation, oversee production, handle online and onsite registration, consult on venue selection, support sponsorship outreach, prepare and distribute board meeting materials, actively participate in board meetings, and coordinate continuing education credits.

Financial Oriented Services

Manage financial reporting, assist in developing the annual budget, conduct cost analysis and review, handle professional bookkeeping, process reimbursements and travel expenses, and oversee member billing and dues collection.

Membership Services

Ensure members receive membership benefits, communicate with members and association leaders, offer prompt email or phone responses within 24 hours, support member recruitment and retention, track and report applications and renewals, conduct membership surveys, oversee listserv management, and maintain membership lists with related updates.

Marketing & Communication

Support the organization's marketing and public relations efforts, assist in newsletter creation and distribution, handle social media management, maintain association handbooks and procedural manuals, oversee website design, hosting, and management, manage databases, host webinars, and prepare email marketing campaigns.

Media Coverage: In the News

Creative Juice Blog: [Spotlight on Ed Graziano and Corporate Event Interactive](#)

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