

A5. Double-Digit Sponsorship Growth for SACUBO & aasp

Clients

Southern Association of College and University Business Officers (SACUBO) and Association of Advancement Services Professionals (aasp)

Problem

Expand sponsorship revenue to support organizational growth and deliver more value to members.

Background

Both SACUBO and aasp relied on sponsorship as a critical revenue stream but faced challenges in reaching higher sponsorship goals. Prior to SBI, sponsor engagement strategies were inconsistent, and revenue growth had plateaued.

SBI's Approach

- **Customized Prospectus Development:** SBI created tailored sponsorship packages with tiered benefits that aligned with the priorities of each association's sponsors.
- **Relationship-Driven Outreach:** Our team cultivated strong sponsor relationships, demonstrating value through personalized communication and year-round engagement.
- **Enhanced Visibility Opportunities:** By integrating sponsors into programming, networking events, and digital platforms, SBI elevated sponsor ROI and increased their willingness to invest at higher levels.
- **Data-Informed Strategy:** Tracking engagement and conversion data allowed us to refine offerings and present sponsors with clear evidence of impact.

Results

- **SACUBO:** Exceeded the FY 2025 sponsorship goal of \$450,000, bringing in \$550,000 – an increase of over 22% above goal.
- **aasp:** Surpassed the \$252,000 goal, securing \$325,000 in sponsorships – a 29% increase over goal.

Key Takeaway

By leveraging tailored sponsorship strategies and cultivating meaningful partnerships, SBI delivered double-digit revenue growth for both SACUBO and aasp, ensuring stronger financial stability and greater resources to reinvest in member programs.