

EVOLVE YOUR SPONSORSHIP STRATEGY

A SELF-GUIDED WORKSHEET FOR
ASSOCIATION LEADERS



The sponsorship landscape is evolving quickly. Traditional offerings like logo placement and event booths no longer cut it with sponsors who are under pressure to prove ROI, build credibility, and generate leads.

This worksheet is designed to help your association rethink and evolve its sponsorship program in response to these shifting expectations. It offers space for you to reflect and assess your program so you can map a stronger, more sustainable path forward.

Part 1: Credibility & Brand Alignment

In a crowded marketplace where trust drives buying decisions, sponsors are seeking brand alignment with organizations that already hold credibility with their target customer base. Your platform gives sponsor messages a level of legitimacy they can't get elsewhere.

PROMPT 1:

How does your current sponsorship program help sponsors align with your brand's trust and authority?

- *What evidence or assets do you share to reinforce this credibility?*

PROMPT 2:

Are there existing channels (newsletters, magazines, webinars, etc.) that sponsors could contribute to or leverage for more credible, value-driven engagement?

- *List opportunities:*

PROMPT 3:

What new opportunities could you create to help sponsors "borrow trust" from your brand more meaningfully?

Part 2: Demonstrating Thought Leadership

Sponsors are under pressure to stand out and build trust, and content is their most powerful tool to do it. Thought leadership helps sponsors show, not just tell, what they know, while aligning their brand with value-driven, educational engagement. Associations can play a key role by offering credible platforms that make this kind of expertise more visible and impactful.

PROMPT 4:

In what ways are your sponsors currently contributing educational or thought leadership content to your members?

- *List formats, channels, and partner success stories:*

PROMPT 5:

Are you vetting sponsor content to ensure it aligns with member needs and your organizational values?

- *Y/N + Notes:*

PROMPT 6:

What editorial-style offerings (interviews, Q&As, bylined content, etc.) could you introduce or expand?

Part 3: Lead Generation & Measurable Value

Visibility alone isn't enough. Sponsors need to demonstrate ROI, and they're looking for partners that can help them connect with the right audience, capture leads, and track meaningful outcomes. Associations that offer measurable engagement opportunities are far more likely to deepen sponsor relationships.

PROMPT 7:

Do your current packages offer sponsors tangible ways to generate qualified leads?

- *Describe how leads are captured and shared:*

PROMPT 8:

Are you tracking sponsor success in ways that can be used to reinforce renewals?

- *What metrics are shared, and how often?*

PROMPT 9:

Where could content syndication, digital downloads, or gated educational content add value for sponsors *and* members?

Part 4: Sponsorship Strategy Scorecard

Assess your association's readiness to meet modern sponsor expectations.

Rate each item on a scale of 1 to 3:

1 - Needs Work	This is not currently part of our sponsorship program.
2 - Emerging	We've started to move in this direction but haven't fully optimized it yet.
3 - Strong	We consistently deliver on this and have systems in place to support it.

AREA	PROGRAM ATTRIBUTE	SCORE (1-3)
Credibility & Brand Alignment	Our sponsorships provide brand alignment with our trusted reputation and mission.	
	We proactively communicate our value as a trusted voice in our industry.	
	Sponsors have access to high-trust platforms (e.g., website) to engage members.	
Thought Leadership	We offer sponsors meaningful opportunities to share educational or thought leadership content.	
	We collaborate with sponsors to align their expertise with member needs and interests.	
	Our content-driven sponsorships position sponsors as helpful experts, not just advertisers.	
Lead Generation & Measurable Value	We provide sponsors with actionable engagement metrics (e.g., clicks, downloads, leads).	
	Sponsors have access to programs that support targeted lead generation (e.g., gated content).	
	Our sponsorship packages emphasize outcomes (e.g., thought leadership, leads, engagement) over visibility alone.	

TOTAL SCORE:

Assessing Your Sponsorship Readiness

21–27 points	Your program is aligned with what sponsors want today. Focus on fine-tuning and showcasing results.
15–20 points	You're on your way. Target a few strategic upgrades to deepen sponsor value.
Below 15 points	Time to evolve. Consider modernizing your approach to maintain relevance and grow sponsor revenue.



Looking for a partner to help you evolve?

**If your scorecard revealed untapped potential,
Lead Marvels can help you bridge the gap.**

Our ready-built digital engagement platforms make it easy to modernize your sponsorship offerings to meet the evolving expectations of sponsors and fit seamlessly into your existing operations.

**Visit <https://leadmarvels.com/demo> to
request a demo and get started.**

