

# The Unlimited Potential of Non-Dues Revenue

Kate Conroy, IOM

Hospitality Minnesota



**Kate Conroy, IOM**  
For Communication and  
Self-Expression



Group Travel

Ads: Website, News Paper/Letter, Emails

Events/Sponsorships/Ad Journals

Affinity Partnerships

And more...

# GROUP TRAVEL

Why group travel?

-Networking

-Greener

-Excursions and hotels are taken care of

-Worry free experience

# GROUP TRAVEL

Find a tour company or travel agent (hopefully a member!)

Start with a trip that seems doable or has a local connection.

Tack on \$200 per person to each registration (more, or less depending on your market).

Pros: With the right marketing, it almost sells itself.

Cons: Soft costs – there is some leg work involved.

# ADVERTISING

Create an inventory with pricing.

Use that inventory to create packages that grow incrementally each year.

Connect those packages with other inventory like sponsorships

Pros: Pure Profit. Almost.

Cons: Soft costs. UBIT.

# ADVERTISING

Create an inventory with pricing\*:

-Banner ads

-Sponsored Content

-Co-branded Emails

-Member Update Emails

\*Pricing will be dependent on your market.

# ADVERTISING

**Standard Banner Ads (468x60px) ~ 8 available monthly, while supplies last**

- Linked scrolling ad placement on 4 different webpages on the HM website
- Linked ad placement in one Member Update each month.
- Monthly analytics performance reports for quarterly and annual advertisement agreements

\$450/month

\$900/quarter

\$3,000/year

# ADVERTISING

## **Sponsored Content Visibility**

Our weekly Member Update delivers headlines to our members and enjoys a ~45% average open rate (industry average is 34%).

- Sponsored articles are written by you.
- They run for one week in our Member Update email, which is sent to ~1,700 emails.
- When clicked on, readers will be redirected to HM.com to read the full article.
- Include an image, contact information and links to your website.

**\$500.00**



# ADVERTISING

## **Exclusive Co-Branded email (set of three)**

Launching in 2024, we will publish 12 co-branded emails annually featuring the products and/or services of our members. Annual and quarterly sponsors will be required to submit different content/products for each email as to avoid impacting our above-industry average open rate.

- Sent out to ~1,700 email subscribers
- Average open rate of ~45% (industry average is 34%)
- Includes open and click rates with the 3-email bundle

*Valued at \$1,000 each*

Package of three: \$2,500.00

# ADVERTISING

## **2024 Member Update Sponsorship (52 per year)**

Visibility on every weekly eNewsletter

- Annual (Exclusive): \$10,000
- Quarterly: 30% of list price
- Monthly: 15% of list price
- Exclusive sponsorship and logo placement within the top banner of our weekly Member Update Blast Email
- Goes out to ~1,700 email recipients
- Average open rate of ~45% (industry average is 34%)
- Association as a partner in the creation of the designated publication
- Monthly analytics and performance reports

\$10,000.00

# ADVERTISING

Use that inventory to create packages that grow incrementally each year.

-Year One: one banner ad, one co-branded email

-Year Two: one banner ad, one co-branded email, one networking event

-Year Three: one banner ad, one co-branded email, one networking event, one sponsored content article

Cons: Soft costs. It takes time. UBIT.

## EVENTS

-Continuing Education

-Policy

-Gala Dinners

-Golf (Outings & Nine & Dines)

-Expos

## EVENTS

-Sponsorships

-Ticket Revenue

-Ad Journal

-Silent Auction

-Merch

# EVENTS & ADVERTISING

## Creating a Package:

-Opening paragraph: **Thank you** for this continued partnership/opportunity.

-Second paragraph: Based on your organization's **goals and priorities** these opportunities were chosen specifically for you.

# EVENTS & ADVERTISING

## Creating a Package:

- Opening paragraph: **Thank you** for this continued partnership/opportunity.
- Second paragraph: Based on your organization's **goals and priorities** these opportunities were chosen specifically for you
- Final paragraph, after the total: The **value** of these opportunities far exceeds \$XX,000 (make it more than the total but not drastically more), they need to know there is value with this opportunity and return on investment.

Dear **Chris**:

First, let us extend our thanks to **XXX for its continued support of (interest in getting more involved with)** This Chamber this year. This Proposal was designed to provide valued sponsors like you with exposure to and interaction with key decision-makers within the NJBIA membership.

Based on your organization's specific goals and objectives, the following marketing opportunities were hand-selected to provide you with the highest possible return on investment.

DESCRIPTION		AMOUNT
<b>Event Name ~ Sponsor Level</b> Description of event <ul style="list-style-type: none"><li>• Date</li><li>• Location</li><li>• Expected number of attendees</li></ul>	<ul style="list-style-type: none"><li>• Number of tickets</li><li>• Exhibit table</li><li>• Registration list</li></ul>	\$5,000
	<b>TOTAL</b>	<b>\$5,000</b>

We believe that this package offers **XXX** a tremendous amount of exposure. The value easily exceeds **\$7,500** and will help to strengthen your position and visibility among NJBIA's membership.

---

NAME, ORGANIZATION

Date



# EVENTS & ADVERTISING

Make sure you save it in your system in a format that will make sense to the prospect when it arrives in their in-box.

For example:

Their Org ~ My Org 2024 Visibility Package

e.g.: AT&T ~ NJBIA 2024 Visibility Package

## EVENTS & ADVERTISING

Make sure you save it in your system in a format that will make sense to the prospect when it arrives in their in-box.

For example:

Their Org ~ My Org 2024 Visibility Package

e.g.: **AT&T ~ NJBIA 2024 Visibility Package**

**DO NOT** save it as **AT&T Visibility 2024 Proposal** because do you know how many they get a year? Make sure your org name is in the package name. It also saves them the trouble of having to rename it for their files.

# Save a Copy

Recent

NJBIA

OneDrive - NJBIA  
KConroy@njbia.org

Sites - NJBIA  
KConroy@njbia.org

Other locations

This PC

Add a Place

Browse

Events and Programs > Partnerships > Proposals > 2023 Proposals

PPL ~ NJBIA 2023 Partnership Package draft for Lisa

Excel Workbook (\*.xlsx)

Excel Workbook (\*.xlsx)

Excel Macro-Enabled Workbook (\*.xlsm)

Excel Binary Workbook (\*.xlsb)

Excel 97-2003 Workbook (\*.xls)

CSV UTF-8 (Comma delimited) (\*.csv)

XML Data (\*.xml)

Single File Web Page (\*.mht, \*.mhtml)

Web Page (\*.htm, \*.html)

Excel Template (\*.xltx)

Excel Macro-Enabled Template (\*.xltm)

Excel 97-2003 Template (\*.xlt)

Text (Tab delimited) (\*.txt)

Unicode Text (\*.txt)

XML Spreadsheet 2003 (\*.xml)

Microsoft Excel 5.0/95 Workbook (\*.xls)

CSV (Comma delimited) (\*.csv)

Formatted Text (Space delimited) (\*.prn)

Text (Macintosh) (\*.txt)

Text (MS-DOS) (\*.txt)

CSV (Macintosh) (\*.csv)

CSV (MS-DOS) (\*.csv)

DIF (Data Interchange Format) (\*.dif)

SVLK (Symbolic Link) (\*.slk)

Excel Add-in (\*.xlam)

Excel 97-2003 Add-in (\*.xla)

PDF (\*.pdf)

XPS Document (\*.xps)

Strict Open XML Spreadsheet (\*.xlsx)

OpenDocument Spreadsheet (\*.ods)

Atlantic City Electric ~ NJBIA 2023 Partnership Package v2 12/28/2022 11:07 AM

Atlantic City Electric ~ NJBIA 2023 Partnership Package 10/27/2022 3:29 PM

Atlantic Health ~ NJBIA 2023 Partnership Package 10/28/2022 9:53 AM

Also, don't forget to pdf it before you send.

# EVENTS & ADVERTISING

## Why PDF It?

1.) You can't edit a pdf, and some people might be tempted.

2.)

14	<b>Baseball Game ~ Hospitality Partnership</b> Have a drink, rub some elbows, and watch the Trenton Thunder play ball!! Join the New Jersey Business & Industry Association to watch the game and network new faces and old favorites. <ul style="list-style-type: none"><li>• June 13, 2023</li><li>• 50-60 attendees</li><li>• Trenton Thunder Stadium</li></ul>	<b>Pre-Event:</b> <ul style="list-style-type: none"><li>• Logo visibility on the event page</li></ul> <b>Event:</b> <ul style="list-style-type: none"><li>• 2 guest registration to Event</li><li>• Logo visibility on event signage</li></ul> <b>Post-Event:</b> <ul style="list-style-type: none"><li>• Registration list with contact information</li></ul> Valued at \$1,500	\$1,250.00
15			\$ 10,000.00
16	We believe that this package offers <b>NJ Society of CPAs</b> a tremendous amount of exposure to New Jersey's business and governmental community. The value easily exceeds <b>\$25,000</b> and will help to strengthen your position and visibility among NJBIA's membership.		
17	NAME, ORGANIZATION		Date
18			

Page 2

Simple Invoice | Cheat Sheet | Fee for Service | WBLF | Golf | Focus | +

Excel allows for tabs at the bottom for your cheat sheets and you don't need to share that info

## AFFINITY PARTNERSHIPS

-An agreement with a company to provide a service or product to the membership for a discounted price with a royalty\* back to the chamber/association on every paid invoice.

\*royalties are not taxable

# AFFINITY PARTNERSHIPS

-Office Supplies

-Telephone Lines

Credit Card Processing

-Car Rentals

-Background Checks

Employment Law

Office Maintenance

401k

PEO

Payroll/HR

The list goes on and on...

# AFFINITY PARTNERSHIPS

How does it work?

The agreement or memo of understanding must include at least three components:

1. Special pricing for the membership.
2. Excellent customer service.
3. Marketing dollars and/or a royalty stream that goes back to the chamber or association.

# AFFINITY AGREEMENTS

Some sample language:

The Travel Smart Club was formally introduced in April 2010. This marketing plan is based on the principles of continuing to provide outstanding personal service and building customer loyalty. In order to do this we created 3 strategic components. This program is only available to members of affiliated companies, organizations, Alumni Organizations, Unions, Hospitals and clubs!

We all join clubs like Costco for groceries, appliances, furniture and other merchandise to receive discounts. The average family spends between \$3,000 and \$10,000 annually on travel and vacations. This relates to \$300-\$1,000 savings for each member annually!

How the program works:

- An employee of a member company pays \$99 to join the club. For that membership, they receive a 10% discount on all travel (excluding airfare, port charges, surcharges, and taxes). The member is free to choose any vendor or vacation available.
- The employee's company will receive 10% of the \$99 membership fee for their employee. Not only will this promote company loyalty by encouraging vacations and providing an average of \$300-\$1,000 annual savings per employee, but it will improve the performance and creativity of the enrolled employee. The company is free to do anything at all with this revenue stream, including the creation of a scholarship fund for employee's children, bonuses, etc.
- The Chamber will receive 10% of the \$99 membership fee for all member company employees who join. The Chamber will be given quarterly sales reports and earnings reports. If/when the employee renews annually, the Chamber will receive 10% annually.



# AFFINITY PARTNERSHIPS

Start the sales process with your board.

Find someone friendly, with a vested interest in your org's health, and with a lot of money.

Ask them to do you a favor by vetting the program.

Stress that there's no pressure.

When the program proves that it will save them money, THEN, maybe, apply a little pressure.

## NON-DUES REVENUE SOURCES

Group Travel

Ads: Website, News Paper/Letter, Emails

Events/Sponsorships/Ad Journals

Affinity Partnerships

# Find me on LinkedIn:



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