

# Sponsorship Package

## Welcome to THE ULTIMATE WORKSHOP

**Date:** Thursday, May 14, 2025

**Location:** Higher Logic Headquarters,  
4250 Fairfax Dr Suite 600, Arlington, VA 22203, United States

**Audience:** 50 Association Executives

### Fresh Ideas for Non-Dues Revenue Growth

Non Dues-a-Palooza is crafted to equip association executives with hands-on strategies, peer-driven insights, and real-world solutions to expand non-dues revenue. Through an interactive day of facilitated workshops, networking, and collaborative sessions, attendees will explore and develop innovative approaches to monetizing association assets.

Non Dues-a-Palooza 2025 presents a premier opportunity for sponsors to connect with 50 high-level association executives actively seeking innovative solutions to increase non-dues revenue. Our sponsorship package provides unique and targeted exposure throughout the event, ensuring value-driven partnerships.

As a sponsor, you'll have the exclusive opportunity to take the stage for a 5-minute showcase, presenting your solutions directly to an engaged audience of association leaders eager to explore innovative ways to boost non-dues revenue.

**Sponsors of \$5,000+ can present a 5-minute showcase on how they can help associations boost non-dues revenue.**

## 1 Presenting Sponsor (Exclusive) – \$15,000

- Recognition as the **Presenting Sponsor** throughout all event materials and sessions.
- Opportunity to deliver Opening Remarks (2–3 minutes) during the event’s welcome session.
- Premium placement of your logo on the event website, emails, and onsite signage.
- **5-minute showcase** during a plenary or workshop session.
- Pre-event promotion and video to over 10,000 association executives.
- Premium placement of exhibit table near registration area.
- Access for **2 sponsor representatives** to the event.
- 1 dedicated e-blast to the email list of 10,000 association executives (email related to non-dues revenue and approval at the discretion of Non-Dues-a-Palooza).
- Attendee contact list (post-event).

## 2 Workshop Sponsor (6 Available) – \$7,500

- Recognition as **Workshop Sponsor** for one of the day’s key workshops:
  - Sponsorship Workshop
  - Monetizing Learning & Education Workshop
  - Events Workshop
  - Advertising & Products Workshop
  - Publications & Products Workshop
  - Blue-Sky Brainstorming Session
- **5-minute showcase** during a workshop break.
- Logo placement on signage, event agenda, and digital materials for the sponsored workshop.
- 4-foot table in the networking area.
- Access for **1 sponsor representative** to the event.
- Attendee contact list (post-event).
- Logo included on emails to 10,000 executives.

## 3 Networking Sponsor (3 Available) – \$5,000

- Recognition as sponsor of one of the key networking sessions:
  - **Breakfast Networking** (8:00 – 9:00 AM)
  - **Lunch Networking** (12:30 – 1:30 PM)
  - **Happy Hour Reception** (4:00 – 5:00 PM)
- Opportunity to provide branded materials (napkins, table tents, banners) for the networking session.
- 5-minute showcase during a plenary or workshop session.
- Logo placement on event signage and digital agenda.
- Access for **1 sponsor representative** to the event.
- 4-foot table in the networking area.
- Logo included on emails to 10,000 association executives.

## 4 Coffee Break Sponsor (2 Available) – \$5,000

- Recognition as sponsor of one of the coffee breaks:
  - **Morning Coffee Break** (10:30 – 11:00 AM)
  - **Afternoon Coffee Break** (2:15 – 2:30 PM)
  - **5-minute showcase** during the sponsored break
- Logo placement on signage and event agenda
- Access for **1 sponsor representative** to the event
- 4-foot table in the networking area.
- Opportunity to spice up the coffee breaks (at additional cost of the sponsor).
- Logo included on emails to 10,000 association executives.

## 5 Supporting Sponsor (3 available) – \$3,500

- **Logo placement on event signage**, digital materials, and agenda.
- Access for **1 sponsor representative** to the event.
- Opportunity to place branded giveaways on attendee tables.
- Logo included on emails to 10,000 association executives.

### Branded Giveaways

Opportunity to provide branded items (notebooks, pens, etc.) to attendees:  
**\$750 + cost of items**

### Secure Your Sponsorship

Contact us today to secure your sponsorship and position your organization as a leader in providing innovative revenue solutions for associations.

Contact: Ed Byers

Email: [edward@canrevcollab.com](mailto:edward@canrevcollab.com)

Phone: 416-737-7424

