

LEAD!26

Getting and Retaining Corporate Sponsorships

David Zavada, AGA Corporate Partner Chair – Kearney & Co.

Kerry Canfield, AGA Corporate Partner Chair – CGI Federal

Crystal Wolf, AGA Washington, DC Chapter President

Tong Qin, AGA Sacramento Chapter President

Susan Fritzlen, AGA Chief Operating Officer

Bert Nuehring, Partner at Crowe LLP

Overview

- Corporate sponsorships are critical to chapter success
- AGA is a member-based organization with a strong corporate partner component - - leverage it!
- Sponsorships are a win/win for AGA and the corporate sponsor
- Don't be afraid to ask!

Targeting Corporate Sponsors for Your Chapter

- Identify the members that have a corporate affiliation/connection
- Identify the companies that do business with government entities
 - accounting, auditing, technology, IT are all targets
- Ask your membership who they are
- Make the win/win pitch!

Why it's a Win/Win

- For AGA:
 - Allows more professional and broader training/programming
 - Broader membership base
- For Sponsors:
 - Gives them ability to highlight what they do and client successes
 - Networking and new business development

Success Stories: How it's Done

- AGA National - - Susan Fritzlen
- AGA DC Chapter - - Crystal Wolf
- AGA Sacramento Chapter - - Tong Quin

Questions/Answers to/from the Panel

- Since AGA rebranded to "Advance. Grow. Accelerate.", it has become more challenging to explain what AGA is to prospective sponsors and partners. What strategies have worked for making that initial connection and generating interest?
- What are some effective approaches to securing sponsors, and what types of sponsors should chapters pursue?
- What are some tips for attracting and retaining corporate sponsors and chapter partnerships?

Questions/Answers to/from the Panel

- What ways are chapters finding sponsorships, and what types of vendors or firms are they partnering with?
- How do you identify and connect with potential sponsors in your local area, and what types of organizations have been successful partners?
- What are some innovative ways to reach new members/sponsors?
- Do you offer sponsors opportunities to speak to your members?
- What was the biggest lesson you learned while building your chapter's sponsorship program?

Questions/Answers to/from the Panel

- What makes a chapter stand out when they first reach out, and what factors influence your decision to say "yes" to a sponsorship opportunity?
- What value do you hope to receive from a chapter sponsorship?
- How can chapters build relationships that keep sponsors engaged?