Record-Breaking Sponsorship Revenue:
From Complicated to ROI-Focused Event Sponsorships

The Canadian Finance and Leasing Association (CFLA) represents Canada's asset-based financing, vehicle, and equipment leasing industry

Problem

- Following investments in its value proposition, website, programming, and more, it was time for CFLA to revitalize its in-person national annual conference.
- CFLA staff found the sponsorship kit complex and too much like a checklist; they were confident more revenue could be generated for its members.

Approach

Halmyre applied an ROI-based approach to help CFLA align its crisp value points with sponsor needs. Using strategic pricing techniques and marketing messaging, the new approach to sponsorships helped everyone see the true value of the conference. To do this, we:

- Analyzed past conferences for financial trends and patterns: virtual, hybrid, and in-person;
- Audited existing sponsorship approaches and materials to prioritize areas for improvement against best practices;
- Gained an understanding of sponsor needs through market research, staff briefings, reading reviews, and other feedback;
- Created a financial model of value points during the conference; and
- Supported an updated approach to selling sponsorships by delivering a pitch deck and coaching staff conducting sales calls.

Outcome

- Revenue growth of 216% for sponsorship over the previous record.
- There was so much demand that staff had to scramble to accommodate the volume of interest.
- Substantial savings in staff time and effort in selling sponsorships.

For CFLA this is an all-year event that needs managing

Year to Year Performance Tracking
Key Points of "Tracking" Excel Sheet

Michael Rothe

★★★★★ 4 months ago

Halmyre's work has made a meaningful difference to our member satisfaction with their Canadian Finance and Leasing Association sponsorship (they get more ROI, and see it more clearly) and this has positively impacted our bottom line. We've doubled our pre-pandemic sponsorship revenue after the revamp and are on track to quadruple our pandemic sponsorship revenue.

👍 1   ≪ Share

Response from the owner 4 months ago
Thanks Michael - every good association success story results in a growing revenue and bottom line impact! You and your team are great to work with - true collaborators and partners with us. Your focus and discipline are to be admired.

CFLA was a 2023 Association Centre of Excellence Award winner for this work

halmyre™
spark growth