

Application: 8809

Blum, Leslie

Started at: 2/10/2023 04:59 PM - Finalized at: 2/10/2023 05:06 PM

| |
|--|
| Page: Entry Information |
| Submitted By Blum, Leslie |
| Email Address leslie.blum@cai-nc.org |
| Chapter CAI-NC |
| Chapter Size Very Large (761-1200) |
| Category Out of the Box |
| Program Name Local Events 'Boost' Package |
| Each question is worth 20 points and will be scored using the following rubric: (1-5) Poor Didn't effectively answer the question (6-1) Fair Answered the question (11-15) Good Answered the question with more detail (16-20) Excellent Went above and beyond with proven results and visible data |

Describe the program and why it fits the category. (20pts)

For many years the chapter had approached sponsorships of non-annual events in an as-you-go fashion. During the year, as a given local event approached on the calendar, efforts cranked up to sell sponsorships for it.

This practice made budgeting and scheduling really hard for our vital business partners, because they were unable to plan in advance. In addition, volunteers on the groups planning these events had to spend a good bit of energy chasing sponsorships v. being creative in dreaming up new event formats and ideas.

In latter 2022 as we looked forward to 2023, we imagined a new approach.

The idea was to pre-sell bundles of local event sponsorships. Further, we decided to offer that option only in our upcoming campaign for annual sponsorships, as an incentive to purchase or renew Supporting Partner annual sponsorships for the coming year.

For the first time in chapter history, we launched this experimental concept. In a conscious choice not to simply include free event spots in annual sponsorships, we pitched it as an exclusive option to pre-buy 2023 event sponsorships at a discount.

It was branded as a “Local Events Boost” optional package. The bundle offered 8 sponsorships at a 25% discount for any of our 16 local events in our 4 major metro areas (Charlotte, Greensboro, Raleigh and Wilmington). We had no idea what to expect.

How did this program meet the mission and vision of the chapter and CAI as a whole? (20pts)

Our business partners are a vital part of the industry and getting them involved in local events is essential to ensuring our manager and homeowner members are getting to know the providers who service their area. By creating the option for business partners to pre-purchase local event sponsorships in a bundle, we are ensuring their involvement at the local level and that managers and homeowner leaders are more educated on their needs in the communities they work and live in.

The resulting early commitment of sponsors’ money and presence also enabled the chapter to plan out 2023 budgeting more confidently.

The “pre-sale” of these sponsorships helped alleviate the laborious task of our local groups and staff seeking out individual sponsors for each event. This meant freeing them to focus their energies on CAI’s education-centric mission.

What was the impact on the chapter and its members after completing the program? (Growth of membership, financially, public awareness, membership value, better chapter/member relationship, chapter operations, etc.) (20pts)

The impact was immediate. All available Local Events Boost package options sold out, and we now have a wait list.

And because the local groups worked to schedule their events for the full calendar year, the business partners who purchased the Local Events Boost were able to claim spots at their 8 allotted local events using Signup Genius. The advanced calendar planning and signup genius allows the business partners to better plan based on their availability and staff to track the sponsorships.

Rather than “working in” CAI events, they are looking forward to specific dates and able to staff accordingly.

Further, some events for 2023 had all their available sponsorships claimed via this program. This is beginning to create an atmosphere among business partners that CAI events are in limited supply so best to grab a la carte sponsor opportunities early.

And, because we made these packages available to annual Supporting Partners only, it enhanced the value and exclusivity of their annual sponsorship in their eyes even if they didn’t take advantage of it.

Please provide quantifiable data supporting the rationale for success. (20pts)

For local events we typically aim for up to 8 sponsorships each. Thus for all the 16 local events envisioned for 2023 there would be 128 total sponsor slots.

The Local Events Boost package was limited to 12 companies, on a first-come basis. They sold out in less than 2 weeks.

Each package included 8 local event sponsorships. Thus, 96 of the 128 available sponsorships at local events were bought and paid for before the year even got rolling.

Further, the chapter’s cash flow saw a significant positive impact. We brought in 12 Local Boost Option packages for 2023 at \$1,800 each for a total of \$21,600. The discount of 25% was an investment well worth it, bringing with it a higher sense of engagement among business partners, less stress for volunteers and staff, and a guaranteed level of sponsor financial support for our local events series.

Based on the results, will the program be a regular part of the chapter's programs in the future and why? (20pts)

At this early stage we don’t see going back now given these early advantages for both members and staff, and we look forward to being able to provide this option in the coming years.

Supporting documents including flyers, postcards, pictures, videos etc. can be uploaded below. While they aren't required for your submission we certainly encourage it.

Would you like to upload additional documents?

fileUpload1

No File Uploaded

alias2f454e441e764267a13df2b44353f623

No File Uploaded

Would you like to share a link?

Thank you for your submission! We encourage you to submit another program in a different category.