

# 5 WAYS TO SELL IN-APP SPONSORSHIPS



Sponsorships are a critical non-dues revenue stream for organizations year-round. While all channels are essential for sponsors to achieve effective brand awareness, mobile advertising is an easy and dynamic way for sponsors to gain maximum exposure to the intended member or attendee audience.

[Smartphone statistics for 2020 reveal that in-app advertising is one of the most effective ways mobile app owners earn cash.](#)

- **It performs better.** [According to Medialets, the click-through rate for apps is 0.58 percent, whereas mobile Web only has a 0.23 percent CTR.](#)
- **It saves time and money.** There are no printing costs or additional setup fees, and due dates are typically more flexible and farther out than meeting strict printing deadlines months in advance.
- **It gives sponsors a competitive advantage.** There's nothing more satisfying than being one step ahead of the competition and having a solid market presence in a mobile-first world. methods.

## WHAT ARE THE BENEFITS OF IN-APP SPONSORSHIPS?


- **It provides a more significant reach.** Users are spending more time in their apps, and when they access their community or event apps for information and resources – it puts your sponsor's brand and content front and center and right at their fingertips.
- **It's measurable.** Mobile sponsorships provide clickable, measurable performance, and sponsors can see the impressions, clicks, and downloads, providing better ROI than traditional sponsorship methods.

## READY TO SEE THE POSSIBILITIES OF IN-APP SPONSORSHIPS?

As you prepare your sponsorship prospectus for the year or a particular event, be sure to **communicate the value** of the in-app sponsorships and have a range of price points available. Understand the needs and goals of your sponsors and provide recommendations along the way.

Here are some ways you can produce incremental non-dues revenue with in-app sponsorships and, in most cases, cover the investment of your app.

**TIP:** Recommend that your sponsors provide you with UTM's and/or unique landing pages as it will be critical in measuring success of the investment.



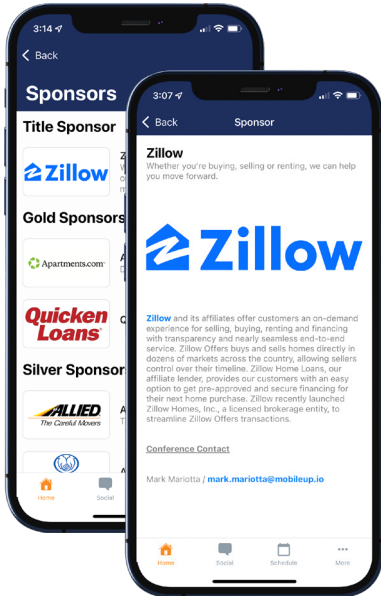
**UTM PARAMETERS**

| SOURCE | MEDIUM | CAMPAIGN | TERM | CONTENT |
|--------|--------|----------|------|---------|
|        |        |          |      |         |

[Search Engine Journal](#)

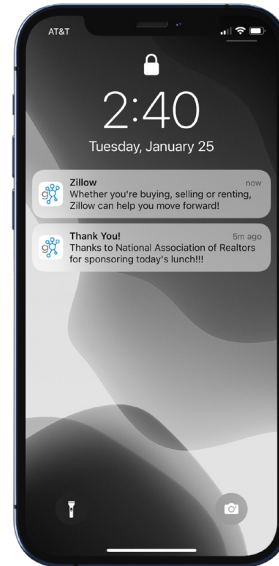
# 1. Directory Sponsorships

Showcase your sponsor's logo, bio, and website right in the directory.



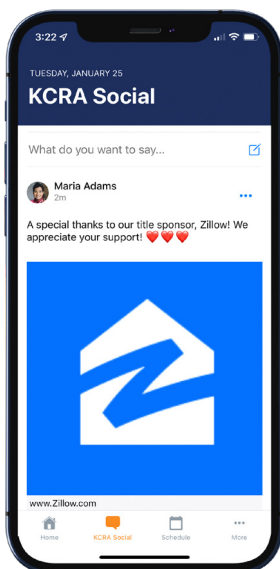
# 2. Push Notification Sponsorships

Notify audience members in real-time with ads, updates, and reminders sent directly to their home screen notifications.



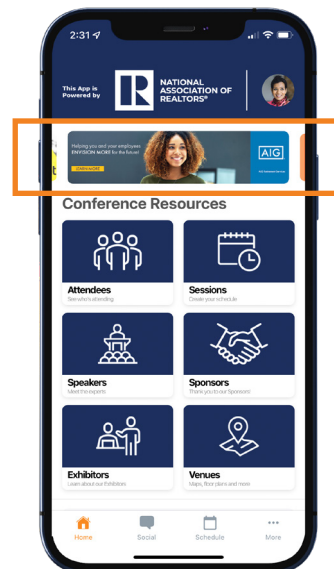
# 3. Feed Sponsorships

Stay visible and provide updates across the community feed.



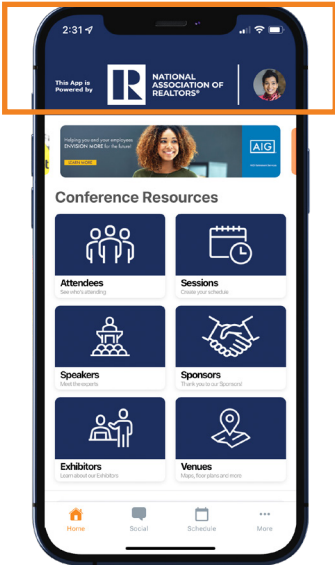
# 4. Banner Ad Sponsorships

Promote valuable content to drive clicks and engagement.



# 5. Full-app Sponsorships

Showcase your brand throughout the entire app!



Looking for a custom approach to increase in-app sponsorships? Contact us for additional recommendations: [sales@mobileup.io](mailto:sales@mobileup.io)

### ABOUT MOBILEUP

MobileUp Software is a community engagement technology company. Our mobile delivery platform helps groups, organizations, and institutions increase engagement by providing mobile solutions that deliver personalized experiences anytime, anywhere. In short, we are a team working hard to build the best mobile engagement platform possible.

Visit [mobileup.io](http://mobileup.io)  
7201 W 129th Street, Suite 105  
Overland Park, KS 66213  
(913) 232-8099

© 2022 MobileUp Software  
Confidential | All rights reserved  
Do not share or duplicate confidential content, in whole or part, without written consent.

