

STRATEGIC CAPITAL & INTELLIGENCE GROUP LTD.

SCIG Association Commercial Transformation Program

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Revenue Diversification and Commercial Partnerships

This category is designed for associations that need stronger non-dues revenue, more valuable sponsorship models, better commercial partnerships, and member-facing business opportunities.

Module 2.1 Non-Dues Revenue and Commercial Partnership Engine

What the service offering entails	Benefit to the association and its members	Competitive differentiation and unique commercial benefit
SCIG identifies and develops practical non-dues revenue opportunities, including commercial partnerships, preferred-provider arrangements, sponsorship models, paid intelligence products, training services, advisory offerings, and market-access initiatives.	The association becomes less dependent on dues while creating services members can directly use. Members benefit from new programs, supplier relationships, market connections, and practical business advantages organized through the association.	Many competitors treat non-dues revenue as sponsorship, events, advertising, or affinity programs. SCIG positions non-dues revenue as commercial architecture: partnerships, intelligence products, market access, preferred services, and member-relevant business value.

Module 2.2 Strategic Sponsorship Rebuild

What the service offering entails	Benefit to the association and its members	Competitive differentiation and unique commercial benefit
SCIG transforms sponsorship from logo placement into commercial partnership architecture, aligning sponsors with member operating needs, sector intelligence, market access, training, financing, technology, procurement, or risk-reduction priorities.	The association strengthens sponsorship revenue while protecting member trust. Members benefit when sponsors are connected to real business needs rather than generic promotional exposure.	Traditional sponsorship often sells visibility. SCIG designs sponsorship around commercial relevance, making sponsors part of a member-value ecosystem rather than passive brand exposure.

Module 2.3 Strategic Introductions and Deal Origination Desk

What the service offering entails	Benefit to the association and its members	Competitive differentiation and unique commercial benefit
SCIG designs a disciplined introductions program connecting members with buyers, suppliers, lenders, investors, strategic partners, government contacts, technical experts, and other relevant commercial actors.	The association becomes a source of business opportunity, not just networking. Members gain access to relationships that may support sales, partnerships, financing, expansion, or market positioning.	Many associations offer networking. SCIG turns convening power into structured deal origination, creating disciplined pathways for members to reach buyers, partners, lenders, investors, and market actors.

Module 2.4 Conference-to-Commerce Redesign

What the service offering entails	Benefit to the association and its members	Competitive differentiation and unique commercial benefit
SCIG redesigns conferences and member events as commercial platforms: buyer access, supplier briefings, policy-risk sessions, market-entry discussions, financing conversations, intelligence briefings, and structured member-to-member opportunity development.	The association turns events into business-development platforms rather than passive networking exercises. Members leave with stronger contacts, intelligence, commercial opportunities, and clearer reasons to participate.	Event firms typically focus on attendance, logistics, sponsorship, and delegate experience. SCIG redesigns events to produce commercial outcomes: market intelligence, business introductions, policy insight, and member opportunity creation.