

APQC DATA COLLECTION SPONSORSHIP

APQC's data collection sponsorship is a fee-based opportunity for professional services firms, associations, and technology providers to sponsor high-quality data collected by APQC. We know the value of good benchmarking and we lead the world in getting a critical mass of accurate data for comparison, by ensuring the data and can be compared by leveraging our Process Classification Framework®. By sponsoring data collection efforts, you gain access to reliable, validated, neutral third party data. Your firm can use the data to jumpstart your client engagements, rapidly improve their performance needs, business development, and thought leadership.



SPONSORSHIP IS SIMPLE!

APQC has selected several key research topics for efficient data collection. You select which topics you would like to exclusively sponsor, and we'll work collaboratively with you to determine commonly agreed-upon, consistent definitions, performance measures, and target audience. [Take a look at the available topics here.](#)

BENEFITS INCLUDE:

- Exclusive access to data
- Build brand awareness
- Develop thought leadership
- Use data in client engagements and business development

DELIVERABLES INCLUDE:

- Initial access to the data for your target audience
- A yearlong licensing agreement to use the data with clients
- Co-branded tools and report
- Keynote speaking opportunity on APQC webinar
- Full marketing promotion campaign

To discuss the list of topics, contact **Cathy Hill** at chill@apqc.org or **+1-713-685-4652**.