Here are just a few I thought of:

\* Reserved slot?

\* Free cookies or something.

\* Crafting or furnace command.

\* Ability to hide on the dynmap.

\* Random teleport command.

\* Fancy flair on the subreddit.

\* World download.

\* Server email address.

\* No AFK Kicks

\* Chunk Loading.

\* Extra home points.

\* Donator games - spleef or something like that.

\* Player heads drop in PvP.

Exclusive Spells.