

# SPONSORSHIP



# BEST PRACTICES FOR SPONSORSHIP

# Why seek sponsorship?

- Industry collaboration
- Capacity building
- Third party endorsement
- Potential for Connector Organization

# The sponsorship process in 8 steps

1. Asset Building

2. Prospecting

3. Discovery

4. The Pitch

5. The Close

6. Activation

7. Fulfilment

8. Renewal

## The sponsorship process Step 1: Asset building

- Create inventory of assets: what can you “sell”?
  - What can you combine and package in new ways that allow your prospects to get in front of your audience?
- Can sponsors access these assets without us?
  - What is your unique offering/value proposition?

## The sponsorship process Step 2: Prospecting

- Researching and identifying potential sponsors
  - current network
  - large/growing local employers
  - companies with CSR goals/campaigns



## The sponsorship process Step 3: Discovery

- Conversation with prospect
  - asking questions
  - learning more about their goals, needs, process



## The sponsorship process Step 4: The Proposal



*What is the **problem** you are able to solve for the prospect?*

*What is the **value** of the problem you are solving?*



## The sponsorship process Step 4: The Proposal

- Elements of a sponsorship proposal
  - common goal/purpose or problem
  - opportunity
  - benefits
  - organization and contact information
- Formats



## The sponsorship process Step 5: The Contract



# The sponsorship process Step 5: The Contract

## Elements of the contract

- company information and contacts
- sponsorship description
  - total amount
  - time period
  - benefits
  - additional terms of agreement
- signature line



## The sponsorship process Step 6: Activation

- Executing on the plans
- Ongoing mindfulness for opportunities
- Keep track of benefits and value offered



## The sponsorship process Step 7: Fulfilment

Measure success

- what was promised vs. what was delivered

In advance of renewal, share success



# The sponsorship process Step 7: Fulfilment

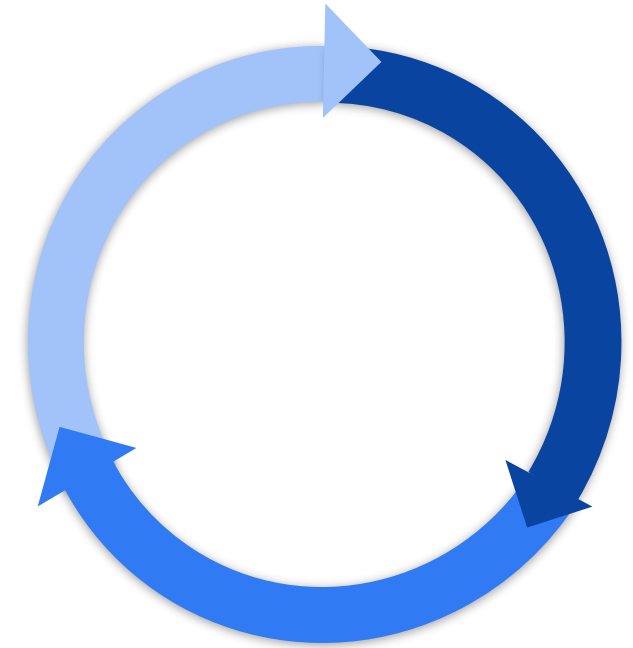
## Report card

- marketing metrics
  - blogs, social, newsletters, etc.
- speaking opportunities/event numbers
- if possible: Connectees referred, or jobs found



## The sponsorship process Step 8: Renewal

Fulfilment report → Renewal



## Tips for sponsorship success

- Focus on strategic alignment
- Be specific
- Maintain relationships at different levels
- Check-in regularly
- Continuously look out for additional/creative opportunities



## Sponsorship Resources

- [TheSponsorshipCollective.com](https://TheSponsorshipCollective.com)
- [PowerSponsorship.com](https://PowerSponsorship.com)
- [PracticalSponsorshipIdeas.com](https://PracticalSponsorshipIdeas.com)