10 Steps to Getting Corporate Sponsors
 or Like Minded Sponsors (Media, Charities & Associations)

 Follow Your Dreams, They Know Where They’re Going!

**1. Dreamer Stage:** Make your wish list of potential sponsor.

**2. Manifesting Dreams Stage:** Write your sponsor proposal.

**3. Fishing Expedition Stage:** Call the company and ask for the marketing department. If it’s media, they may have a promotions department. You’ll either reach a live person or leave voice mail.

When you reach a live person, tell them that you are looking at presenting a sponsorship proposal to their company and if they had a moment to answer some quick questions to see if there’s a match.

a) Ask them about their organization’s goals and visions.
b) What’s important to them, or the message they want relay to their clients.
c) Ask them if they could share any of their previous successful sponsorships they’ve done in the past (Any good ideas you discover, you may want to incorporate in your sponsorship package).
d) What benefits they would want you to provide for them.
e) Ask about their sponsorship levels; $25.000, $50000 $75,000, $100,000.
f) Do they do trades too? (i.e. products, food, beverages, clothing, etc.).

**4. Bragging Rights Stage:** Tell them about the compelling benefits of your property. Ask them what they like best. **Be brief, but brilliant.**

**5. Closing In Stage:** Ask them how they want you to send them your proposal, email or mail and tell them that you will give them a follow-up phone call to make sure they got it.

Ask them if they like it, what would be the next steps. It will be either a phone discussion or meeting.

**6. Back To The Drawing Board Stage:** Tweak your sponsorship proposal to line up with the organization’s goals, visions and what’s important to them.

**7. Follow-up Fun Stage :-(** Call and ask if they had a chance to review your sponsor proposal. If they haven’t, email it again to them and call them back in 5-15 minutes to make sure they got it this time.

Review your proposal with them as to how it lines up with their company’s goals, visions and what’s important to them. Answer their questions, be flexible but don’t agree to something you can’t or don’t wanted to do.

Ask what sponsor level they would consider and find out what they would trade with you. Find out what benefits they would want you to provide for them. Now it’s time to make another appointment to meet the next person to talk to, or talk again and close the deal.

*If it’s a no, tell them that you are going to be sending this proposal to another company and do they have any suggestion for you. Plus, ask them if they know of a company that this would be a better fit for you and if they do, ask them if they know who you can talk to. Yeah!!! A referral! Then call that person and say the Mr. SoAndSo suggested you might be interested in what I have to offer. Then start back again to the* ***Fishing Expedition Stage*** *or call from your* ***Corporate Sponsor’s List.***

**8. In For The Close Stage:** At the closing appointment, send them the 1 page sponsor contract. Have them sign it and give them a copy. At this time, you can also request any materials you may need from the sponsor such as brochures, or art files of their logo.

**9. Success Stage:** Activate your sponsor program.

**10. Same Page Stage:** Call the sponsor and get their comments. Ask them for their positive and negative feedback about your property. It’s better to know everything, so you can improve the program for them.

Write your sponsor report and send it to your sponsor or meet with them in person.

**Repeat the process and get the sponsor to renew.**