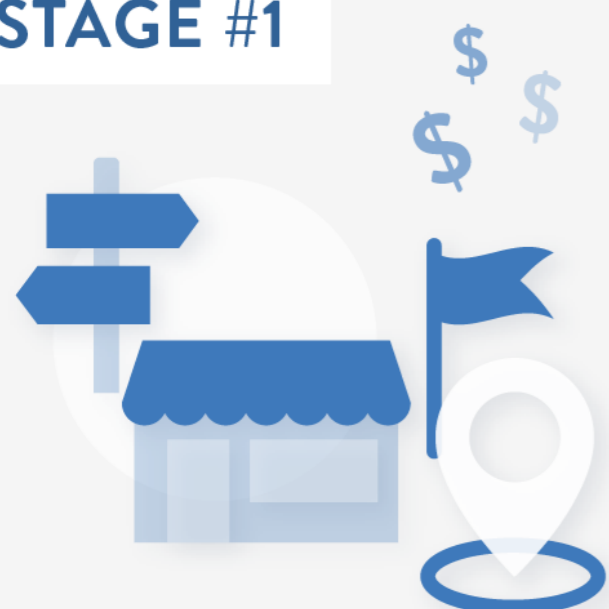




## The Five Stages of Sponsorship Sales

By The Sponsorship Collective

### STAGE #1



#### INVENTORY BUILDING & VALUATION

Why start here? Because your inventory of assets (what you will sell) tells you who you should be talking to. It guides your budget! No assets, no sales. It gets your leadership, board, admin staff...everyone on the same page. First, make a list of every single item you think you can sell your sponsors, from logo placement to product giveaway.

Then ask yourself the question *"How can my sponsor get the same asset without me?"* Now go find out how much sponsors are paying for those assets and outcomes.

### STAGE #2



#### PROSPECTING

Step one in prospecting is to look at your inventory! As you create your inventory, your prospect emerges like magic. If you are having trouble identifying prospects, you need to get clearer about your audience and your inventory.

##### Prospecting tactics:

- Steward your network like they are title sponsors! No more eblasting asking for "introductions".
- Use LinkedIn to determine who is in your network and work in concentric circles, starting with those closest to you.
- The power of the advice visit! Ask your contacts to meet and ask them for advice as to who else you should meet and what assets you're missing.
- Ask for referrals: current sponsors, volunteers, committees, investors, board, business contacts and service providers, plus your own referral network.

### STAGE #3



#### GETTING THE MEETING (AND WHAT TO DO ONCE YOU HAVE IT!)

First of all, when you meet a prospect for the first time, bring nothing with you at all. Don't bring a proposal, or a one-pager or any other information about your organization. The **ONLY** goal of the first meeting is to gather information and to get the second meeting, not to make the sale.

##### Try asking these questions to get the ball rolling:

- Who is your target audience?
- How do you normally engage in sponsorship?
- What does your target market value?
- What can you tell me about your sales goals for the coming year?
- What would you consider to be the most important elements of a sponsorship package?

### STAGE #4



#### THE SPONSORSHIP PROPOSAL

I'm not all that convinced that you even need a sponsorship proposal! In fact, all of the major sponsorship agreements I've negotiated didn't use one. The best approach is to build your inventory and then determine the value of all of your assets and negotiate each sponsorship deal based on your sponsor's needs.

Stay focused on your audience and the marketing benefits of working with you. Avoid too much detail about your organization, your cause, mission, vision etc, and definitely avoid "Gold, Silver, Bronze" (or any other name for predefined levels).

### STAGE #5



#### ACTIVATION, FULFILLMENT & RENEWAL

Once you've sold your sponsorship opportunities, the real work begins! This work is also called **"activation"** which, at its heart, is making sure that you deliver everything you said you would and making sure that you sponsor takes full advantage of the assets you've sold them.

After your event, program, or campaign don't miss out on a golden opportunity to make your sponsors happy and to increase the odds of them coming back to the table with more money next year. That golden opportunity? **The fulfillment report!**

Make a chart out of every single asset you promised your sponsor and tell them whether or not you delivered. Take a picture of everything that you delivered, things like logo placement, speaking engagements, product placement, samples, web traffic reports...you name it!

Put it all together in a single report and call a meeting with your sponsor to show off your hard work. This is where **renewal** comes in! What better time to ask your sponsors for their investment for next year than while they are still excited about the event or campaign! You've just shown them how well their investment paid off and so you've earned the right to ask them for the sale.

## Meet the Author



**C**hris Baylis, is the President and CEO of The Sponsorship Collective and a self-confessed sponsorship geek. After several years as a sponsor (that's right, the one investing the money!) Chris decided to cross over to the sponsorship sales side where he has personally closed tens of millions of dollars in sponsorship deals. Chris has been on the front lines of multi-million dollar sponsorship agreements and has built and coached teams to do the same. Chris launched The Sponsorship Collective with one goal in mind: To build best-in-class sponsorship programs for his clients. An accomplished speaker, international consultant and head coach inside The Sponsorship Academy, Chris has helped his clients raise millions in sponsorship dollars.



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