

The Sponsorship Journey

The sponsorship process can seem complicated and intimidating, this infographic can help simplify things.



IDENTIFY PROPERTIES

Look at what events, programs, naming rights, etc, that you offer



SEGMENT AUDIENCE

Break your audience into groups based on similar demographics, behaviours or interests they share



Look at who comes to your events, visits your websites, follows you on social media, etc.



Make sure your board and senior staff members are comfortable with what you have to sell



BUILD YOUR INVENTORY OF ASSETS

How can you help sponsors connect with your audience?



Audience + Inventory = Prospects



6. COMPLETE A VALUATION

Determine how much your brand and assets are worth



A BILLID A CLISTOM DACKAGE

Create opportunities for the sponsors to add value to your audience



contacts and listen more than you talk

BUILD A CUSTOM PACKAGE

10. CLOSE THE DEAL

You have earned the right to ask for the sale, so ask!



FULFILL & ACTIVATE

Do what you promised and ensure each sponsor achieves their objectives



Meet the Author



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

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