



The Sponsorship Journey

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



Meet the Author



Chris 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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