

How to Attract, Cultivate, and Wow Corporate Sponsors



Hi, I'm Kate!

I'm the founder of Neubauer Consulting Group.

I've served in leadership roles for a wide range of environmental and sailing education organizations and worked on numerous projects ranging from grassroots nonprofit organizations to multimillion-dollar capital campaigns.

My passion is designing strategies that increase capacity and leverage philanthropy.

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Key Learning Objectives

1. How to build a corporate sponsorship strategy
2. How to craft a value proposition and create supporting collateral
3. Step by step instructions on how to identify + qualify prospects
4. Best practices + ideas that can be applied to your sponsorship program

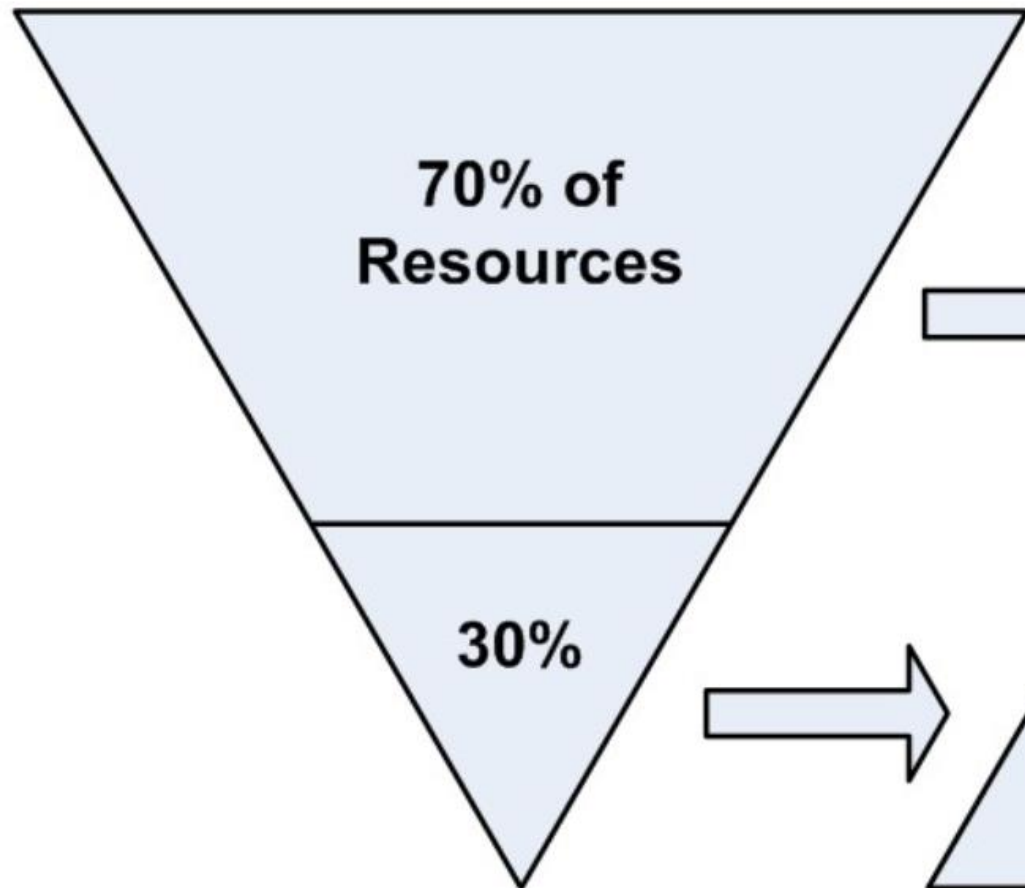


Corporate sponsorship is a marketing tactic that involves a business providing financial contributions to help fund an event, institution, team or other project.

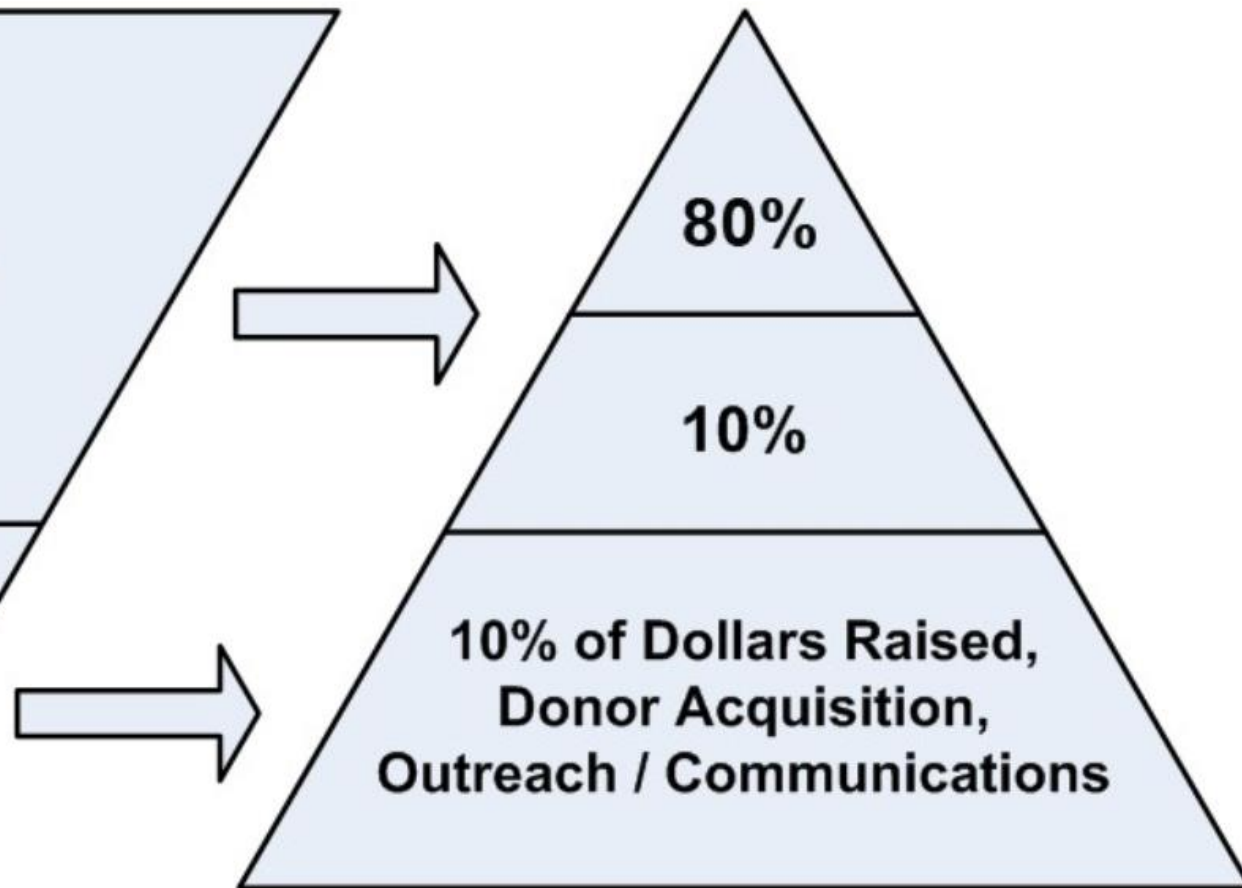
In return for the funding, the business earns a public association with the program and an opportunity to reach the program's audience.

Sponsorships been steadily growing over the past **10 years**, it's projected to rise almost **5%** in 2020, bringing it to **\$24.2 billion** in the United States and **\$65.8 billion** globally.

Allocation of Time and Resources Pyramid



80 / 20 Donor Pyramid



Motivation Behind Corporate Sponsorships



SPONSORSHIPS TAKE different shapes

Today's sponsorships go beyond writing a check.

Financial Support

Large donation
...
Matching campaign

Cause Marketing

A taxable
contribution in
exchange for
advertising

In-Kind Donations

Contributions
of goods,
services, or
expertise

Employee Giving

Payroll deductions
...
Peer-to-peer fundraising
...
Volunteer programs

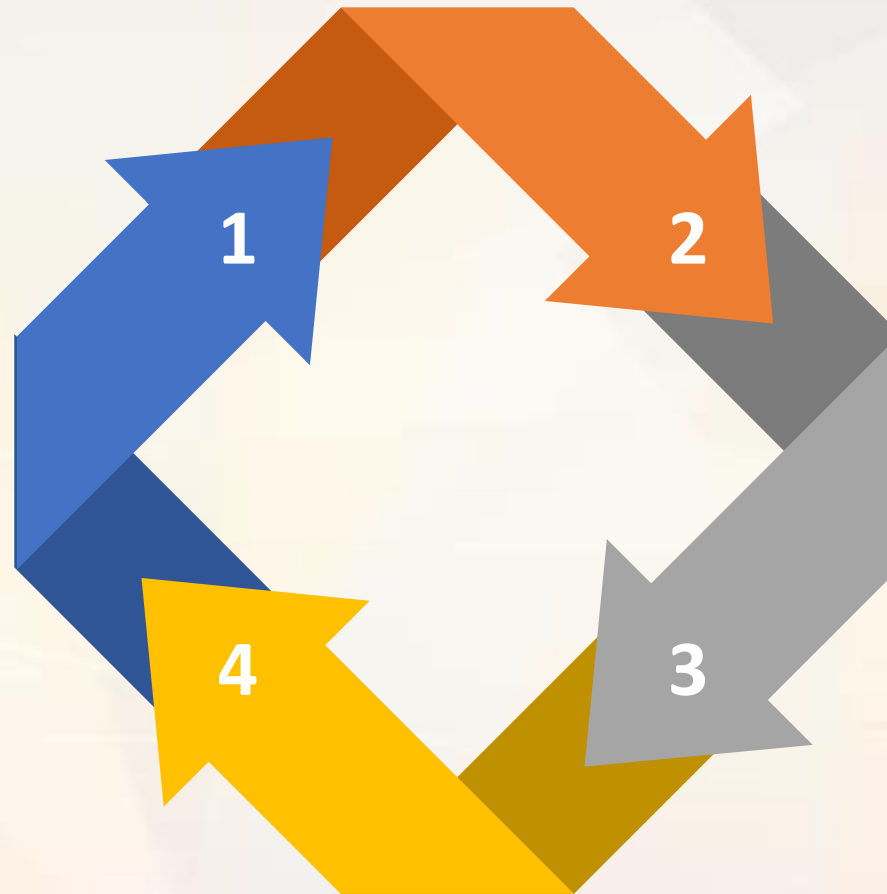
Pathway to Successful Corporate Sponsorship

1. PLAN + PREPARE

Planning is the most underestimated stage (and therefore given the least amount of attention) when creating a successful corporate partnerships strategy.

4. IMPLEMENT + STEWARD

Renewing and upselling happy sponsors because you've become a vital part of their marketing strategy is the name of the game!.



2. STRATEGY + RESEARCH

Research to ensure a strong alignment with potential partners

3. CONNECT + SELL

Connect with potential partners who are aligned with your mission and see the value of you being a direct route to their target audience.

Stage One: Plan + Prepare

1. **Define your financial goal**
2. **Establish Timeline**
3. **Gather Data** – Do you have a good grasp of who your audience is? Take the time to get to know your demographics (age, gender, income, employment sector, education). Gather marketing data on your area, how many people visit your location, how many subscribers do you have ?

4. Understand what you have to offer:

- **Develop List of Sponsorship Assets** - Logo Placement, digital content, media, naming rights, product exclusivity, photos, signage, storytelling, etc.
- **Attributes of your sailing program/team/organization** – What can your people bring to the table that will be of value to the sponsor? This could include social media skills, ability to talk in public, a knack for writing press releases, specific sales and marketing skills or a unique and marketable ‘look’.

5. Create collateral including customizable sponsorship deck

Stage Two: Strategy + Research

1. Research your potential sponsors. Record details of an individual sponsor:

- Company name
- Location
- Primary and secondary contact information
- Website and social media links
- A list of brands, products and services
- Operational areas and geography

2. Create a strategy for each sponsor prospect: Craft relevant and meaningful benefits that reflect the sponsors target audience and objectives.

Step Three: CONNECT + SELL

Contact the person who can say yes to your sponsorship proposal

It's time to contact the person who can say yes to your sponsorship proposal. Lots of people can say no and only a very few can say yes. It's in your best interests to go straight to the source and not waste your time with people who don't have the authority to approve your proposal.

Stage Three: CONNECT + SELL

Cold calling	Cold calling is the least effective method to contact a sponsor, but it also requires the least investment. If you don't know the sponsor at all this is one of the few options at your disposal.
Mail Package & follow-up	During the research process, if you've highlighted a number of sponsors who are a really good fit with what you have to offer, mailing a package first may be more effective than cold calling alone. With email being the norm these days, it's fun to receive a package in the mail that's not junk or a bill.
Networking with your potential sponsors	Good old-fashioned networking. It's a great way to build your business and is equally effective when seeking sponsorship. Networking in this instance is all about making direct connections with your prospective sponsors. If you've done the research, it shouldn't be too difficult to find appropriate networking opportunities.
Word of mouth referrals	The holy grail of sponsorship proposal success; a sponsor's trusted advisor refers you directly as a sponsorship opportunity worth investigating.

Step Three: CONNECT + SELL

Never submit a sponsorship proposal cold, without talking to someone first. Sometimes you can meet them by e-mail, phone or, best of all, in person. This will allow you to design a proposal that's unique to your potential sponsor. Here are the questions I always ask prospects before I submit a sponsorship proposal:

- 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 proposal?

Step Three: CONNECT + SELL

7 Key Sections of a Sponsorship Proposal

1. Executive Summary – Sponsorship Opportunity
2. Marketing Objectives
3. Measure of Success
4. Value to the Sponsor
5. Marketing Initiatives
6. Terms and Conditions
7. Call to Action

BRANDING ON THE HUDSON

Features

- Large format and multiple boats offer maximum visibility and impact
- Builds strong brand and image awareness
- Delivers high reach and frequency in the immediate trade area over an extended period of time
- Recyclable, reusable materials that offer striking visuals

Distribution

- Positioned on the Hudson River, highly visible from surrounding office and residential buildings (think Hudson Yards) and heavy traffic locations such as expressways and major roadways
- Branding on 5 boats

Contract Terms

- Branding for a period of 3 years



Step Four: IMPLEMENT + STEWARD

Present final proposal with pricing - With all the groundwork behind you, putting together a winning sponsorship proposal isn't that difficult. In fact, if the process has gone smoothly and you've followed the steps above, the sponsorship proposal is primarily about documenting what you've already discussed and agreed to.

Best time of Year: February + October

Step Four: IMPLEMENT + STEWARD

Send your fulfillment report

A fulfillment report will dramatically increase renewals and prevent issues. Include anything that will demonstrate the success of your event — actual attendance numbers, news coverage, social traction, and ads promoting your event. Next, you'll start researching your next round of sponsors.

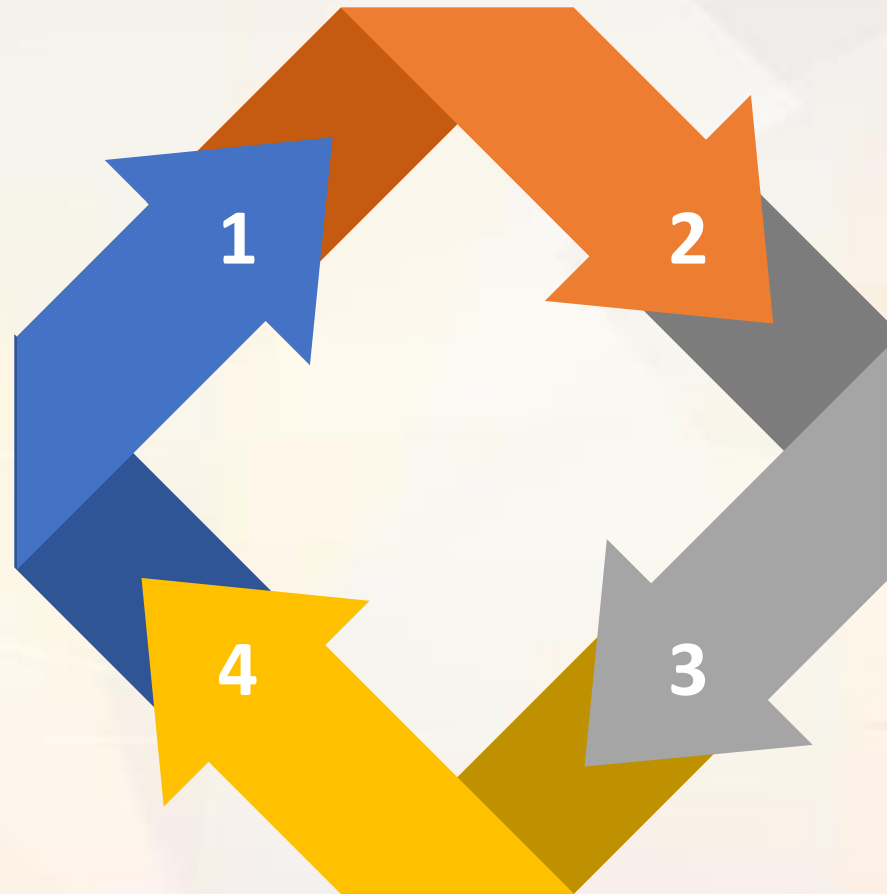
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Partnership vs. Sponsorship





American Promise

Wholesome

Wholesome

SURF

SURF

SURF

rozalla project

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Questions?

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