

CONNECTING
COMPANIES AND
BRANDS

WITH YOUR
NON-PROFIT,
CHARITY OR EVENT



A Top-Down Approach To Best Practice Sponsorship

Introducing Abby...



- Founder of the world's first online ***Sponsorship University for For-Purpose organisations.***
- Managing Director, Infinity Sponsorship.
- 25 years in sales, marketing, sponsorship, events management and education.
- Love empowering others to thrive and be abundant. 😊

Pathway for success



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CREATING CONNECTIONS



CREATING CONNECTIONS

An underwater photograph showing five people diving into a pool. They are positioned in a horizontal line, with their arms and legs extended. Bubbles are visible around them. The water is clear and blue. A blue rectangular box with yellow text is overlaid on the upper part of the image.

LET'S DIVE IN!

Start with the end in mind

- What is 'commercial acceptance'?
- It's important to ensure you are a 'sponsorship-friendly' organisation.
- Sponsorship is a business deal AND a commitment to an ongoing relationship.
- Companies are not a private funding model that simply provides financial investment.



You are a business!

- It's vital that you see your not-for-profit as a *business*.
- Your label is **not-for-profit**, but you are allowed to make a profit!
- Ever heard of the 'charity overhead myth'?
- Check out the Ted Talk by Dan Pallotta, '*The way we think about charity is dead wrong.*'



From the top down

- Pave the way for internal support *before* you seek sponsorship.
- Once you start, you can't go back!
- It takes a *whole organisation* to deliver on the promises you make to sponsors.
- Address expectations and timeframes – 9-12 months!
- Educate your Board, CEO & team about the sponsorship journey ahead.
- Be prepared to commit.



Is there resistance?

← OLD WAY

NEW WAY →



Sponsorship vs Philanthropy

- You *want* an active, involved, enthusiastic and supportive Board.
- Bringing their commercial interests to their Board role is a conflict of interest.
- Many charities still see themselves in need of handouts, rather than the valuable marketing partner they are to the right sponsor.
- There needs to be a mindset shift, from the top down.



What do CEOs need to know?

- Fundraising is hard work. Offer support.
- Fundraising is a specialised skill.
- It takes money to make money – get real about it. Pay peanuts, get monkeys.
- **Everyone** is an ambassador – are your staff happy?
- Sponsors will *want* to see the CEO.
- Involve your fundraisers in strategic planning!
- Have a Board member responsible for (*and experienced in*) fundraising.

If you think
it's expensive
to hire a
professional,
wait until
you hire
an amateur.



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Why do companies sponsor?

- ✓ Sponsorship money comes out of a company's marketing budget.
- ✓ Marketing budget is used to promote, educate and influence people to buy.
- ✓ Sponsorship is used by companies as a vehicle to grow their business.
- ✓ They can grow their business by aligning with *you*.
- ✓ If you treat sponsorship as a donation, you will never be successful at working with the right companies and brands.

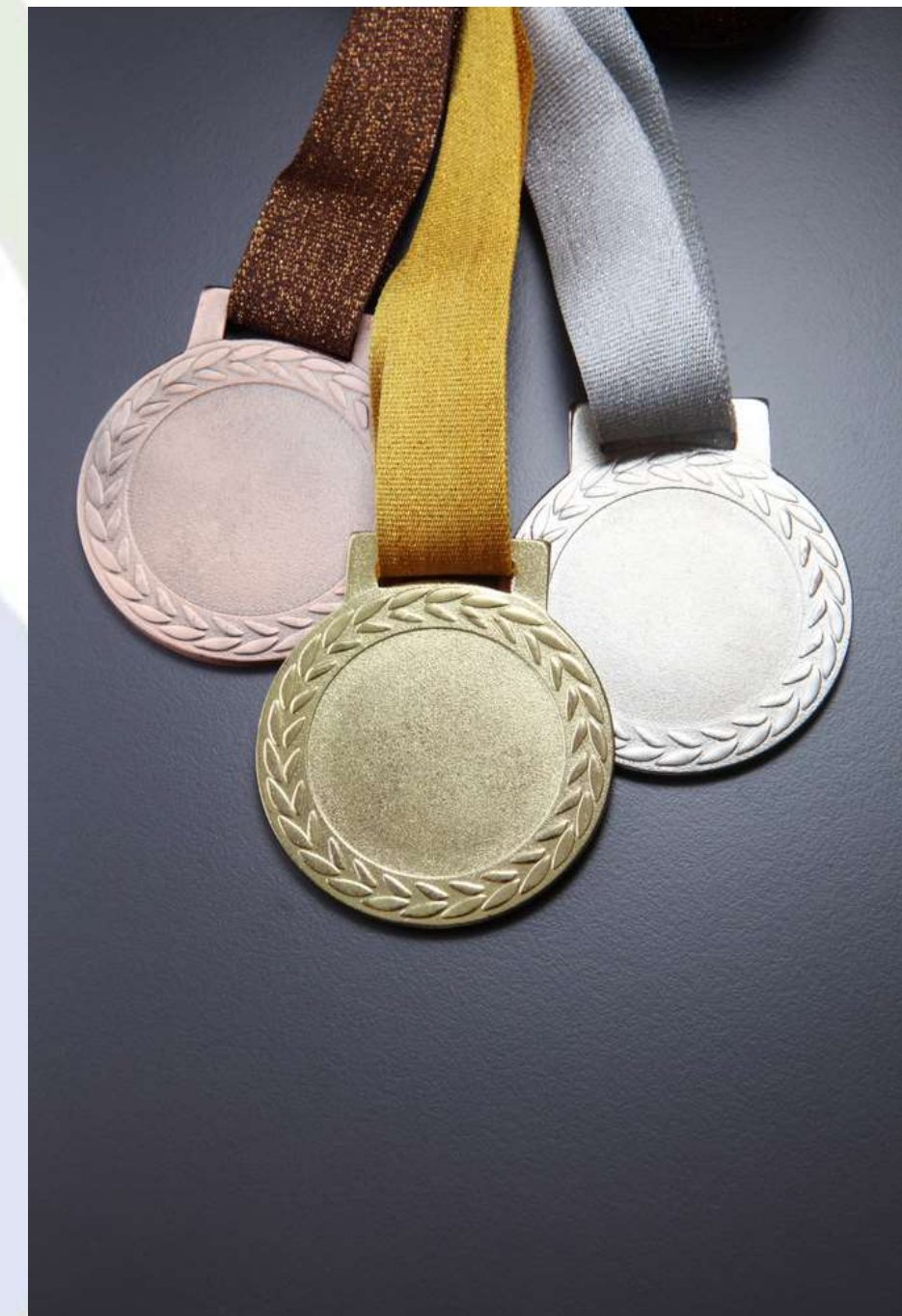
Why sponsors say 'NO'

- ✗ Bad timing. You missed their budgeting cycle.
- ✗ No clear alignment between your organisation and what the company sells.
- ✗ Sending out a 'cold' proposal without getting to know them first.
- ✗ Not giving enough lead-time for a company to invest in your opportunity.



Why sponsors say 'NO'

- ✗ No clear opportunities for a company or brand to participate.
- ✗ Offering the same old gold, silver bronze opportunities.
- ✗ No way to measure the partnership.
- ✗ No opportunity for ROI – return on investment.
- ✗ Untried opportunities, techniques or benefits.
- ✗ Unmaintained relationships.



Getting Board buy-in – YOUR GIFT

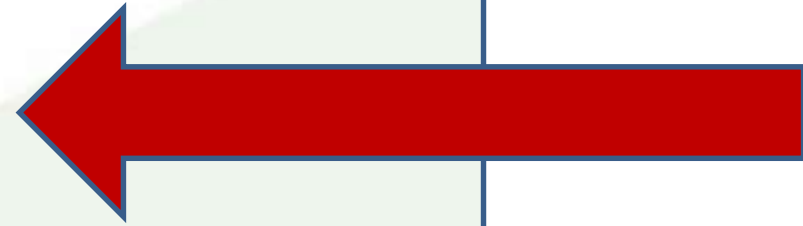
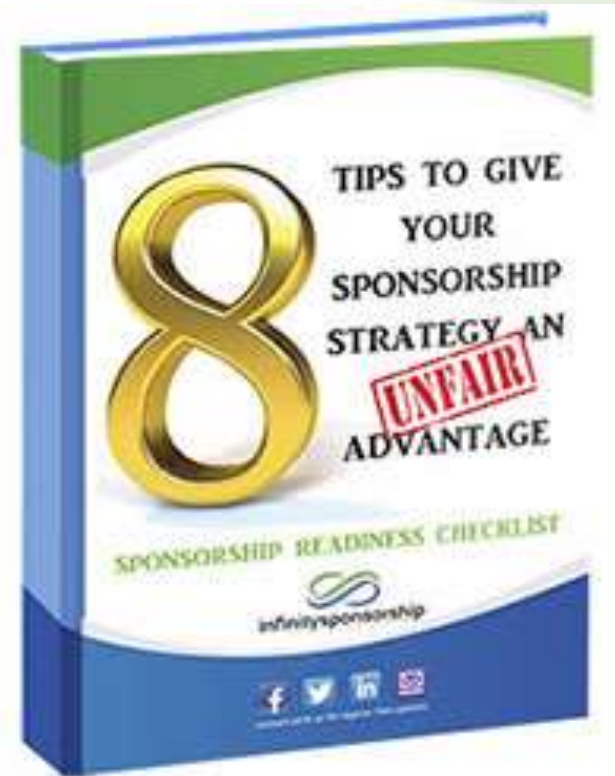
- Lesson One of the Sponsorship Foundations Program – *Creating a Culture of Commercial Acceptance.*
- Introductory video.
- Webinar - Gaining the support of your Board.
- Download an example of a *Commitment to Corporate Sponsorship Policy.*
- Free template policy!

To get you started!

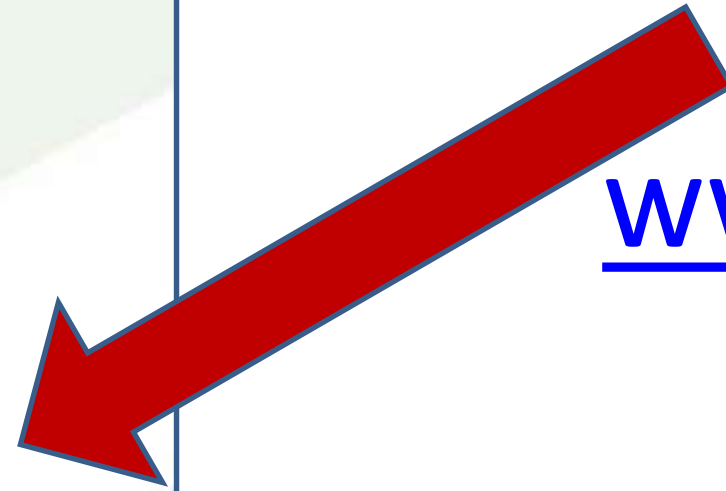
Lesson 1
Creating Board Commitment
to Corporate Sponsorship

www.sponsorship-university.com/courses/lesson-1/

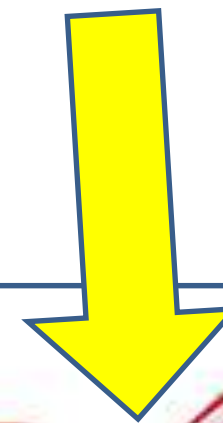
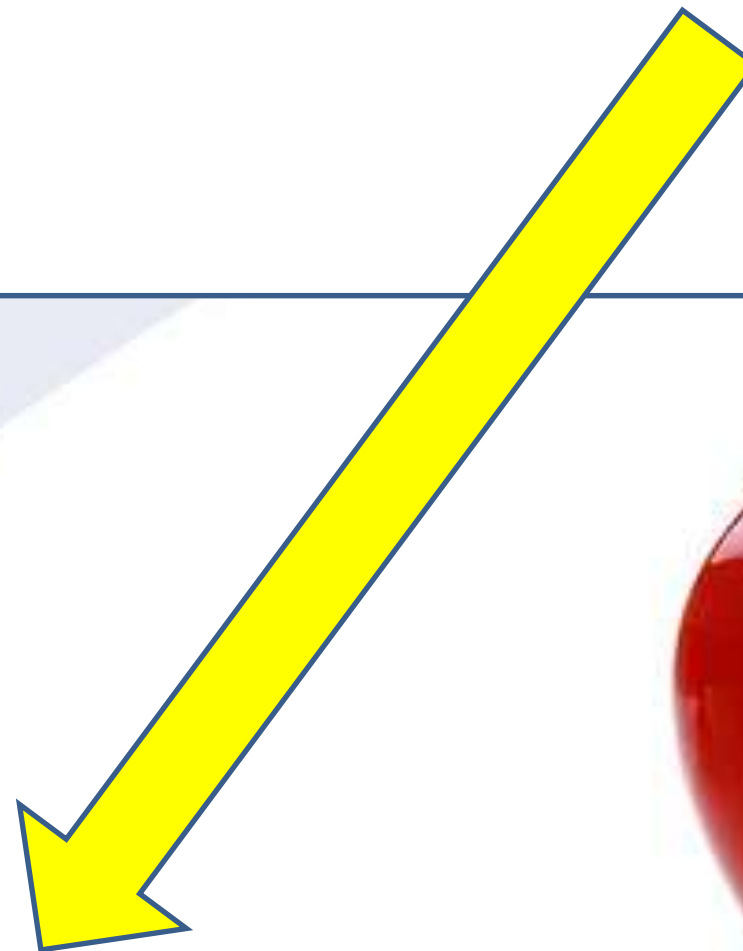
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