A Top-Down Approach To Best Practice Sponsorship

Connecting Companies And Brands

With Your Non-Profit, Charity Or Event
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

1. Create a culture of 'Commercial Acceptance'
2. Create a sponsorship policy
3. Know what sponsors want
4. Work out what to offer
5. Target the right sponsor
6. Build the relationship
7. Value your proposition
8. Create the ideal proposal
9. Negotiate the sponsorship
10. Secure the partnership
11. Work collaboratively with sponsors
12. Handle difficult situations
13. Measure and maintain the relationship
14. Prepare for renewals
15. Exiting a sponsorship
16. Renew the sponsorship
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?
**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.
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/
FREE SUPPORT TOOLS

www.infinitysponsorship.com.au
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Sponsorship Health Check

FREE
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Abby Clemence

abby@infinitysponsorship.com.au

www.infinitysponsorship.com.au

@InfinitySponsor

/InfinitySponsorship