



MODULE 01

SPONSORSHIP 101 WORKBOOK

INTRODUCTION

Welcome to Module 1 - Sponsorship 101 from Business for the Arts! The first module of “The Art of Sponsorship” course is comprised of 2 parts:

PART 01: _____, and

PART 02: _____

This module is the essential first step towards successful sponsorship because it provides a solid understanding of how sponsorship works for you and your business partner.

LEARNING OUTCOMES

Upon completion of this module, the participants should be able to:

- 1) Define what sponsorship _____.
- 2) Identify the benefits of sponsorship to the _____.
- 3) Identify the benefits of sponsorship to the _____.
- 4) Outline the four stages of the _____.

NOTES:

SPONSORSHIP ESSENTIALS – INTRODUCTION

“Sponsorship is _____, or an _____ made, to an organization in return for tangible business benefits (usually _____ - related).”

The art of sponsorship means that both the _____ and the _____ benefit.

You can see how the sponsor’s investment (whether in dollars or goods and services) is an exchange for some tangible business opportunities. We need to pay particular attention here to the word _____. This is because the business receives _____ benefits from sponsorship that it is not eligible to receive a _____.

However, your sponsor is eligible to receive a business receipt and can claim sponsorship as a business expense.

NOTES:

SPONSORSHIP VS. DONATIONS

When a business _____ to an organization, it volunteers resources – financial, social, intellectual or time – and neither expects nor receives any _____ benefits in return.

It is this absence of a _____ return that differentiates a _____ from a _____. Because there is no exchange of _____ benefits, the donor is eligible to receive a _____.

TYPES OF SPONSORSHIP

What kinds of sponsorships are there and what does each offer?

A cash sponsorship delivers maximum _____.

With in-kind sponsorship, free services or products can _____.

Sponsored goods or services can add value by improving _____ or _____ experience at no cost.

NOTES:

SPONSORSHIP BENEFITS FOR THE ARTS

In addition to a Cash or In-kind Sponsorship, what additional benefits does a partnership with your sponsor hold for the arts?

_____: Volunteer opportunities for business employees bring skills to strengthen the project and/or the arts organization.

_____: A sponsor's employees, customers or client base represents potential new audiences.

And finally, _____: Existing sponsors are a seal of approval that gives others the confidence to sponsor too.

Remember that, whether or not sponsors bring cash, a wider partnership with business always offers value to your organization. You just have to tap into it!

SPONSORSHIP BENEFITS FOR THE BUSINESS

Some key benefits include: building _____ and _____ in the community, developing _____ loyalty, increasing _____ awareness, enhancing _____ skills and deepening _____ loyalty.

And lastly, there is the benefit of fulfilling the goal of supporting the economic and social well-being of the community.

CONCLUSION

Albert Einstein is attributed with saying "Imagination is everything. It's the preview of life's coming attractions." In this section, we illustrated how _____ is a _____ in which the arts and business benefit each other.

NOTES:

THE SPONSORSHIP CYCLE

In this section, we will provide an overview of the Sponsorship Cycle. Successful sponsorship follows a logical, step-by-step order and, throughout this section, we are going to look briefly at each of these stages in sequence.

The Five Stages of The Sponsorship Cycle are:

Stage 1: _____
Setting Goals and Objectives

Stage 2: _____
Identifying Potential Sponsors

Stage 3: _____
Cultivating Prospects (Long-term)
Preparing Warm Leads (Short-term)

Stage 4: _____
Managing Points of Contact
Proposal Writing

Stage 5: _____
Working Towards Long-term Partnerships

NOTES:

STAGE 1 – PLANNING: INTRODUCTION

In this section, we will refer to the individual components that will help you create an effective Sponsorship Plan:

- The _____ Plan
- The _____ Targets
- The _____ Plan

THE _____ PLAN

A _____ - _____ year business plan sets the direction of the organization now and for the coming years. The _____ Plan will include cultural programming for the next year and beyond. It is usually created by your organization's _____ Director.

The _____ Targets

_____ Targets will be lined up alongside Government Grants, Donations and Earned Income in the Business Plan to show exactly how much revenue the organization intends to generate. If a _____ Plan is in place already, you will undoubtedly have played a part in setting these targets.

The _____ Plan

Every _____ Plan will encompass a _____ Plan that will give you information about how, when and where your organization intends to showcase itself and its cultural programming over the coming year(s). The _____ Plan will provide opportunities for broad exposure that need to be part of your sponsorship sales kit.

NOTES:

THE SPONSORSHIP PLAN

The purpose of this plan is to set goals for selling your _____, and these should be goals which you feel you can achieve in the time that is required.

WHAT DO YOU HAVE TO SELL?

Once your overall Sponsorship Plan is in place you need to make plans for selling _____ sponsorships. To start you need to identify what you have to sell and the following questions will help you with this.

WHO IS YOUR AUDIENCE?

Your most important sales tool is your _____ (physical and online) because it will match your target sponsor's existing and/or desired _____ or _____.

WHAT MAKES YOU UNIQUE?

Next, you need to be able to answer why a company should sponsor you rather than someone else. Every organization is good and all are striving to be the best, so what does your organization have that _____ has?

WHAT CAN YOU OFFER A SPONSOR?

Finally, take some planning time to create The _____ List of _____. This is a list of everything, across your entire organization, that you could offer to a sponsor. Having such a list will make it easy to mix and match your selling points in order to create a customized proposal.

NOTES:

STAGE 2 – PROSPECTING: INTRODUCTION

The second stage of the cycle is _____, the term used for seeking or searching for potential sponsors. In other words, it's about deciding to whom you can sell your sponsorship.

WHO CAN YOU SELL THIS TO?

With knowledge of your _____ and _____ programming at your fingertips, ask yourself some questions in order to identify a target sponsor:

- Which companies _____ naturally with your _____ program because of what they do or sell?
- Which companies are most invested in your _____?
- Who is new to town, launching a new _____ or _____?
- Who needs a _____ image makeover in the community?
- Who needs to _____ their profile and could you use a sponsorship with your organization to get people _____ about that company?

WHERE TO LOOK

Your local _____ of _____ will have plenty of _____ business information. Take a look at the Business Excellence Awards – both winners and nominees, past and current – on their website. These are companies of all sizes, who are trying to make their mark. The opportunity you have is to show how you could help them to do just that.

Additionally, review the _____ and _____ of other cultural organizations. Who are their sponsors? Consider how you could extend or reinforce the reach of those sponsors into the community. Remember that _____ is a tremendous source of business information when you are prospecting. Use social media other online resources when prospecting.

NOTES:

CURRENT SPONSORS, SUPPLIERS AND THEIR COMPETITORS

Talk to your current _____ and _____. They will each have an extensive network and may be able to offer valuable suggestions about other companies that could sponsor you. Also consider their _____.

IS IT A GOOD FIT?

Once you have your list of _____, you need to dig a little deeper into each to confirm the obvious _____ and find more information that you can use to shape your approach to them. Look at individual corporate _____ and browse the Corporate Profile and Contacts on their _____. Once you have found the appropriate person, use other available resources such as _____ and _____ to add to what you know.

NOTES:

STAGE 3 – MAKING AN APPROACH: INTRODUCTION

The third stage of the cycle is about “Making an Approach”. This generally involves two strategies:

- _____ Prospects (Long-term)
- _____ Warm Leads (Short-term)

_____ PROSPECTS (LONG-TERM)

It is good practice in sponsorship to keep building a pool of businesses you are simply getting to know better. This process, called Cultivation, is about developing _____ with prospective _____ before asking them to sponsor your organization.

THE “GETTING TO KNOW YOU” LIST

You need to make sure that you invest time _____ only those businesses that are a _____ with your organization and your _____. Look at the list you created in the Prospecting stage and decide which prospects you will plan to approach in the short term and which you will be cultivating over a period of time.

Here are some ways to cultivate relationships with these prospects:

- Check if any of your _____ Members knows anyone on your list and can cultivate the prospect along with you.
- Issue _____ to your events and make sure you meet the people who accept.
- Provide _____ volunteer opportunities to prospect companies.
- Network at _____ and other business events in the community.
- Attend _____ events with a Board Member.

NOTES:

PREPARING WARM LEADS (SHORT-TERM)

We recognize that you are always _____ sponsorship. Over time, each company on the “Getting to Know You” List is becoming an increasingly warmer _____ for you. In this way, your long-term _____ strategy continuously feeds into the pool of warm prospects from which you can draw now.

Here are some ways to ensure that they will be warm to your approach:

- Present your _____ Sponsor List to your _____ and ask if anyone can make an introduction.
- Ask if a _____ member/volunteer will accompany you to the meeting and help.
- Talk to _____ sponsors and see if they can make introductions for you.
- Ask your _____ for suggestions and if there is a real fit, ask if they will make an introduction for you.
- Ask a board member, sponsor, supplier or other business contact if you could simply use their _____ when approaching your prospect.

NOTES:

STAGE 4 – PITCHING:

Once you have an introduction to your _____ or a warm _____, you will be ready to reach out to the _____. The purpose here is to create a chance to make a pitch for sponsorship.

PREPARATION

In preparation for _____, you will want to write down exactly what the fit with your prospect is. From what you have learned about the company, write down how the opportunity you have to offer could provide an answer to a _____ need. The proposal will undoubtedly change once you have had a chance to _____ to and, hopefully, _____ with your prospect.

NOTES:

ENGAGING YOUR WARM LEADS

As you reach out for the first time to engage with your prospect, there are a number of circumstances that can boost your confidence:

- Remember that if you come with an _____ you will be warmly received.
- Alternatively, if you can use an individual's _____ in your opening remarks, you will increase the likelihood of a warmer reception.
- Finally, in the absence of an introduction or a name, a logical, _____ reason for your call will generate its own warmth.

During your actual conversation:

- You'll need to confirm whether you are on the right track regarding the _____ and find out if they are open to _____ new opportunities.
- Listen very carefully to what your prospective sponsor is telling you. This is where you will find out about _____ you need to make to your Preliminary Proposal.
- Ask if you could meet to _____ the opportunity together, because you would like to _____ it.

Generally, your telephone call will have two possible outcomes:

- a request for _____ and/or
- a date for a _____

NOTES:

THE PRELIMINARY PROPOSAL

Your _____ should reflect the _____ you have done on your target sponsor and should not look as if it has been “_____” so that it could have been sent to anyone. However, it should contain the following common elements:

1. A clear _____ of the opportunity
2. A _____ that shows the fit
3. An outline of the _____
4. The sponsorship _____

THE COVER LETTER

Use the letter to begin to cultivate a relationship and add new information:

- Describe your _____ and its year-round _____.
- Provide precise information about your _____ (size, age, etc.).
- Briefly restate the _____ between your audience/organization and the company.
- Add a _____
- Acknowledge the Preliminary Proposal as a “_____” only
- Include your _____ details (telephone, email).
- Include a _____.
- Keep the letter to _____ page if at all possible.

NOTES:

MANAGING THE MEETING

A meeting is a major step forward in developing a relationship with a prospective sponsor and, ideally, you will be accompanied by a Board Member or Volunteer. Here are some tips on how to manage this first meeting:

- First, be confident and _____
- Ensure you _____ actively
- Also, be _____ and open
- Respect their _____
- Be sure to check for _____
- Then take the Preliminary Proposal away with you to _____ it.
- Agree on a date for _____ the Final Proposal

THE FINAL PROPOSAL

The Final Proposal is simply a proposal that is responding to the _____ needs and _____ which your prospective sponsor has shared with you, usually following a meeting. It will reflect all of the adjustments which you needed to make to your Preliminary Proposal.

NOTES:

CLOSING THE DEAL

If the person you met was the decision-maker and you have revised the proposal as requested, there may be no further complications. If, however, your contact has received some _____ internally, it is likely to be about the sponsorship _____. Be prepared to negotiate and remember that you are not asking for a _____ donation.

THE FOLLOW THROUGH

If your target sponsor agrees to sponsor you, it is good practice to follow up with a Letter of _____, reiterating the terms of the sponsorship and providing essential additional details such as upcoming deadlines, logo format required for print and your contact details. Sometimes, your sponsor may provide an _____ for you to sign.

MANAGING “NO”

Business for the Arts research confirms that “no” usually means “_____” or “_____”. However, it’s always good to know why an opportunity has been declined, so do ask. Remember that you have invested _____ in getting this far, so keep the _____ warm by inviting your target sponsor to your event anyhow.

NOTES:

STAGE 5 – STEWARDING:

Stewardship may be defined as “the _____, _____, or _____ of something; especially, the careful and responsible management of something entrusted to one's care”.

FULFILLING YOUR PART OF THE PARTNERSHIP

It is important to ensure that you _____ openly and honestly with your sponsor:

- Avoid _____ and provide timely deadlines.
- Be transparent and maintain regular _____.
- Refer constantly to the Sponsorship _____ to ensure you are delivering on the agreed terms.

NOTES:

THE SPONSORSHIP REPORT

The Sponsorship Report is really the _____ of Stewardship. It can be short but must include facts, numbers, images, samples of print, testimonials, etc. When your sponsor is happiest and the partnership has demonstrated success, the time is right to approach the idea of a _____ - _____ agreement.

STEWARDING FOR THE FUTURE

If you live by the sponsorship mantra to “under _____ and over _____”, you will be guided towards everything you need to do to keep your sponsors satisfied. Remember that renewal is the true measure of sponsorship success.

CONCLUSION

Thank you for participating in BFTA's Sponsorship 101! Congratulations! You have now completed the Sponsorship 101 fill-in-the-blank worksheets.

We wish you every success as you develop the good practices that will enable you to secure, keep and prosper with happy and satisfied sponsors.

NOTES:
