



10 Steps to Getting Corporate Sponsors

1. Make your wish list of potential corporate sponsors.
2. Write your sponsor proposal.
3. Call the company and ask for the marketing department. You'll either reach a live person or leave voice mail.
4. If you reach a live person, ask them about their company's goals and visions. Find out what's important to them. Then tell them about the compelling benefits of your property. Remember to be brief, be brilliant and be gone. Find out how to send them your proposal and talk about next steps before you hang up. It's best to make a follow-up phone appointment or meet with them in person.
5. Call them and ask if they had a chance to review your sponsor proposal. If they haven't, email it again to them and call them back in 5-15 minutes. Ask again about their company's goals and visions and find out about their budget. Answer any questions they have about your property. Ask what sponsor level they would consider. Now it's time to make another appointment to meet in person or talk again and close the deal.
6. At the closing appointment, send them the 1 page sponsor contract. Have them sign it and give them a copy. At this time, you can also request any materials you may need from the sponsor such as brochures, or art files of their logo.
7. Activate your sponsor program.
8. Call the sponsor and get their feedback. Ask them for their positive and negative feedback about your property. It's better to know everything, so you can improve the program for them.
9. Write your sponsor report and send it to your sponsor or meet with them in person.
10. Repeat the process and get the sponsor to renew.



10 Step to Getting In-Kind Sponsors (Media, Charities and Associations)

1. Make your wish list of potential in-kind sponsors.
2. Write your sponsor proposal.
3. Call the company and ask for the marketing department. If it's media, they may have a promotions department. You'll either reach a live person or leave voice mail.
4. If you reach a live person, ask them about their organization's goals and visions. Find out what's important to them. Then tell them about the compelling benefits of your property. Remember to be brief, be brilliant and be gone. Find out how to send them your proposal and talk about next steps before you hang up. It's best to make a follow-up phone appointment or meet with them in person.
5. Call them and ask if they had a chance to review your sponsor proposal. If they haven't, email it again to them and call them back in 5-15 minutes. Ask again about their company's goals and visions. Answer any questions they have about your property. Ask what sponsor level they would consider and find out what they would trade with you. Find out what in-kind benefits they would want you to provide for them. Now it's time to make another appointment to meet in person or talk again and close the deal.
6. At the closing appointment, send them the 1 page sponsor contract. Have them sign it and give them a copy. At this time, you can also request any materials you may need from the sponsor such as brochures, or art files of their logo.
7. Activate your sponsor program.
8. Call the sponsor and get their comments. Ask them for their positive and negative feedback about your property. It's better to know everything, so you can improve the program for them.
9. Write your sponsor report and send it to your sponsor or meet with them in person.
10. Repeat the process and get the sponsor to renew.