

TELEPHONE SCRIPTS FOR INITIAL SPONSOR CONTACT

CORPORATE SPONSORS

Ask for the marketing department.

(You can also ask for public relations, media relations, community relations, public affairs, community affairs, local marketing, advertising, promotions, brand management or sales).

Hi! I'm _____ from (your property). Is this a good time to talk?

We're contacting (or interviewing) potential corporate sponsors and partners for the (your property, date and location). Are you the person who handles corporate sponsorships?

Do you want to make your brand more friendly to (your demographic)?

What are your goals and visions for the company?

What are your target demographics and upcoming campaigns?

Have you sponsored similar properties or events before?

Do you do cause-related marketing?

Are you looking for opportunities that generate more revenue?

(Tell the sponsor briefly about the most compelling benefits and assets of your property. Portion of the proceeds will go to (charitable partner if you have one). Remember to be brief and be brilliant.)

I have a brief proposal and some quick facts that I can email you. Can we talk on (name a date and time and confirm with the prospective sponsor).

What is your email? What is your fax number? What is your address, so that I can send you the information?

Thanks so much. Bye!

Wealthy Bag Lady

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Articles and updates at www.WealthyBagLady.com

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MEDIA PARTNERS

RADIO and TELEVISION: Ask for the Director of Promotions, Media Relations, Marketing or the General Manager. Next best contact is the Sales Manager.

NEWSPAPERS AND MAGAZINES: Ask for the Publisher, Director of Promotions, Media Relations or Marketing Department. Next best contact is the Sales Manager.

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VOICE MAIL

Hi! This is _____ calling (your property). Our corporate offices are in (city and state) and the phone number is _____.

We're calling potential sponsors for the (your property, tagline, location and date).

You can connect your brand to the strong demographic of (describe your demographic). (Now briefly describe the most compelling benefit of your property).

Please give our office a call. Once again the phone number is _____. The web site is _____. We have some quick facts and we can send you all the information.

I look forward to talking to you soon, Thanks so much. Bye!

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