

# ATTRACTING CORPORATE SPONSORS



## TRANSCRIPTS



**Do What You Love and Have  
a Company Foot the Bill**



**LINDA HOLLANDER**  
WEALTHY BAG LADY



# Table of Contents

|   |     |
|---|-----|
| Introduction .....                            | 4   |
| Definition of Sponsorship.....                | 9   |
| How to Find Sponsors .....                    | 15  |
| Getting Started.....                          | 17  |
| Sponsor Benefits .....                        | 27  |
| Lead Time.....                                | 38  |
| Sponsor Proposal Template.....                | 39  |
| Sending Your Proposal to Sponsors .....       | 50  |
| Pitch Letter.....                             | 53  |
| Telephone Scripts .....                       | 57  |
| Negotiating and Sales Skills.....             | 62  |
| Sponsorship Contract and Agreement.....       | 68  |
| Case Study.....                               | 70  |
| Sponsor Expert Interviews .....               | 75  |
| Interview with Corporate Sponsor.....         | 76  |
| Interview with Media Sponsor: Television..... | 82  |
| Interview with Media Sponsor: Radio.....      | 93  |
| Interview with Sponsored Property .....       | 101 |
| Conclusion .....                              | 112 |

## INTRODUCTION

**H**i this is Linda Hollander the Wealthy Bag Lady and I'm going to tell you How to Attract Corporate Sponsors. And in this course you're going to hear from me. You're also going to hear from some guest experts who are industry professionals and they will tell you also how to get corporate sponsors. And this is really wonderful because they may have a different perspective than me, the guest experts may add a little something more that I haven't explored as well as they have because they work in the field, they know their own field. So you're going to hear from media, you're going to hear from sponsors, you're going to hear from clients who've been successful.

And I wanted to let you know that I am the seminar queen. I take lots of courses, I go to a whole lot of seminars and I would always hate it when I bought a program and the instructor did a disappearing act, you buy the program and then you can't reach the instructor of that particular program. So I said that "You know what when I do this I want people to know that I am there for them. I'm going to hold their hands." So I want you to know that I'm going to give you ever possible advantage to succeed in getting corporate sponsors and also that I would absolutely love to hear from you. Everybody who knows me knows that I am extremely accessible I love talking to clients and to students. So please feel free to contact me using the information on this audio program; it's right there in front.

Now sponsorship is a great way to do what you love and have someone else foot the bill and I'm going to, like I said, give you every possible advantage in that arena. You're going to get a lot of information here it is going to come at you fast and furious. I don't hold back I'd rather over deliver and give you too much information. Some of my clients have said that working with me is kind of like drinking from a fire hose. And the thing is that I tend to attract people who are impatient like me who want a fast track their success.

So you're going to hear some new concepts that you probably never heard before. And I just wanted to let you know that if you feel overwhelmed that's perfectly normal. I want you to feel free to go over any of the information if you don't get it the first time. When I do private coaching with clients I record all the sessions

because sometimes we get into brainstorming and I do tend to talk fast and instead of saying "Linda could you repeat that, that was so great" I record the session and they can listen to any and all of the sessions. So that's why this is really important to go over. If you don't understand it the first time to either listen to it again or send me an email, drop me a line. I'm also going to be very candid and direct and tell you the way it really is in business. I'm not going to give you vague theories or rah-rah motivational stuff. I think that if you're taking this course and you're doing life changing transformational work that you're already motivated and I want to give you strategies that you can use to skyrocket your business right away in getting corporate sponsors and really make that happen quickly.

So first of all, I'm going to tell you a little bit about me and a little bit about how I got into this field of Corporate Sponsors. I have been in business for over 20 years I've been an entrepreneur. I started very young in the 80s, had a couple of failed businesses, and then I started the business that everybody knows me for which is a business of producing custom printed paper and plastic shopping bags. And you'll see my work at tradeshow you'll see people carrying my bags in the shopping malls and I run that business with my best friend, her name is Cheryl, and we have known each other since we were 13-years-old; we met at recess. So you never know when you're going to meet that great business partner or colleague or somebody who is just going to come in and change your life for the better. And it's just such a pleasure to work with your best friend in the world.

So we started that bag business and we're one of the only women owned packaging firms in the country that do paper and plastic shopping bags and then after awhile our clients said "We love working with you, we want one-stop shopping." So we also do all kinds of promotional products, pens, mugs, t-shirts, etc. And most of my clients in that business were other women entrepreneurs. It's a business to business service. So these women would come to me and they'd say "What's a good accounting program? How do I do sales? How do I do marketing?" Because when women get together we don't just do business we share confidences, we bond very quickly, we'd talk about families, and we would trade recipes with each other. That's the kind of relationship that I had with clients.

So I got into coaching and consulting and being a serial entrepreneur I started a coaching business. And then one day one of my coaching clients said to me "You're not just the bag lady you're a *Wealthy Bag Lady*", and I absolutely loved

that. I was anointed from that moment on my moniker my trademark became the Wealthy Bag Lady. Now after awhile all of my clients said "Well why don't you write a book?" So I said "Great I will write a book." But it's not just going to be a business biography it's going to be a book that will help all the women out there who are thinking of starting a business, who are in a business, know they want to take that business to the next level. And what I'm going to do is I'm going to call the CEOs, the multimillionaires, celebrities, psychologists, the world's business leaders and interview them and get their gems of knowledge and say "What would you do if you were a woman starting a business today? And more importantly what would you avoid, what are the pitfalls, what are the warnings, what are the experiences that made you lose a lot of time and money? And what can people avoid" because trial and error is extremely expensive and if you can avoid that why not.

So I put together the book it's called *"Bags to Riches: Seven Success Secrets for Women in Business"* and I do have my story in there, I've got stories of the 10,000 clients that I've worked with in my business career, and I do have advise from the people I call *The Millionaire Mentors*, these top business leaders. So the book went to Number 1 on the [www.Amazon.com](http://www.Amazon.com) List and I got some notoriety from the book, there was a whole media campaign around it. And then women called me again and they said "Linda, we want to be in an empowerment forum with these people, with these top CEOs that can tell us how to grow our business." And so I put together the Women's Small Business Expo.

And let me tell you about that particular experience because when an idea grabs hold of you and just becomes your passion 24/7 you think about it when you get up in the morning, you think about it when you go to sleep at night. It became my reason for being. The Women's Small Business Expo consumed my life. From the minute I thought of it I knew I had to do it. I knew that I had to do this for women to change their life.

By the way, before I started my business I was worse than broke, I was deeply in debt, I was afraid to go to my own mailbox in the morning because every time I went there, there were bills I could never pay, and it was just a constant reminder of my financial failures when I went to that mailbox. On a personal level I was working in a dead-end job and I was in an abusive relationship with a man. Now what lead me down that path was that I had absolutely no self-confidence. And it

wasn't supposed to happen to me, I was an educated person, I had a degree, I came from a great family. I grew up in a nurturing paradise, I got every toy I ever wanted, my parents are still together and they're absolutely wonderful. So it can happen to somebody like me and that's what I want people to know. Because when I talk there's always a woman coming up to me afterwards that says "You know Linda that was my story too" and I'm looking at this woman with my mouth open because she's attractive and she's accomplished and she's smart.

And so one day fortunately I did have an epiphany and I said "I don't want to be part of somebody else's plan this is my time to strike out on my own." So that's when I called my best friend Cheryl and I said "Cheryl, do you want to take the biggest adventure ride of our lives together and start a business." And luckily she said "Yes." Now the happy ending to the story is that three and a half weeks after firing the idiot boss and dumping this jerk boyfriend I met my wonderful husband, who is a constant source of love and support for me, and we've been married quite a long time because I got all of that negative stuff out of my life and I allowed the positive to come through. And what I do now is I donate part of the proceeds of this course of my books, my speaking, my consulting, everything that I do I donate part of the proceeds to a non-profit charity that helps women who are suffering in silence from domestic abuse because I broke that cycle of abuse by entrepreneurship. And that's what I want to empower other women is teaching them entrepreneurship, getting them empowered so that they can break that cycle of abuse and so they can have a wonderful life.

So I thought of this great idea the Women's Small Business Expo became my mission and my reason for being and I knew that I had to do this. And the first thing I did was think of that great idea, and remember that last great idea that you thought of that just consumed you and gave you a reason for being. You think of the idea and then your second thought is "Oh my God how am I going to pay for this?" And let me tell you putting an event together in a major city like Los Angeles, California where I live is very capital intensive, it is extremely expensive because I rent a ballroom, I serve a beautiful lunch, a great breakfast, I hire an entertainer, I audiotape, I videotape the event, and it's not an inexpensive undertaking. So I said "Oh my, what am I going to do here? I have to do this but then how am I going to pay for it?" And that is when I thought about Corporate Sponsors.

What I did was I researched my market, my demographic which is women business owners. And if you don't already know the statistics wait until you hear this, women are starting businesses at twice the rate of men. In a few short years women will have the majority of wealth in America, 1 out of every 11 adult women owns her own business. And one of the most compelling statistics is that women make or influence over 80% of the purchasing decisions in America. So what I did was I approached companies and I said "This is who I can connect you with this great growth community of women business owners. Do you want to play with me?" And most of them said "Yes." Not only did they say yes they said "What do you need? What kind of resources? How much money do you need?"

And I found that it was so much easier than I thought to get corporate sponsors. I got enough corporate sponsors the first time around that I felt extremely comfortable and it took away so much anxiety that I had. And one of the objections that a lot of people tell me is that "This is my first time doing this." The first time that I did this got corporate sponsors I got Bank of America, I got IBM and I got Sam's Club and Wal-Mart. So if you're a new property, a first time event, if you haven't been in business that long, if you haven't been speaking for long, if your charity is brand new, if it's a relatively new association, whatever you're doing it's okay if you're just starting, you sell people on the concept.

And that is what I did. I sold my sponsors on the concept. I told them "Hey, you're going to get in on the ground floor here. And a little bit later in this course and in your materials I have information about how to sell a first time property. So I put on the event. It was an amazing success. I was on a high for days before and after the event because women came up to me, told me it was the best event they had ever been to, told me that they were motivated, had all these great goals and visions for their business. And not only did they have them but they acted on them and I changed people's lives in such a profound way that I left this great legacy.

## DEFINITION OF SPONSORSHIP

**A**fter I did the Women's Small Business Expo both men and women came up to me and they said "Linda you're a small business, how did you get these leading edge companies and top brands like Citibank and FedEx, Staples, Health Net Insurance, American Airlines, etc., to work with you. How can I get corporate sponsors?" So I knew there was a need for this particular information out there and what I did was I thought that I had to get my skill set up a little bit more on how to get corporate sponsors before I taught it. So I took a lot of really expensive seminars on sponsorship and I hired a company to do my sponsor proposal for me.

Now this company cost me a whole lot of money it cost me \$10,000 dollars to put my sponsor proposal together. Would I pay it again? Yes absolutely because the proposal is the most important but least understood document in the sponsorship game. And what this company helped me to do was to shift my thinking because I thought that, hey the Women's Small Business Expo that is the sponsor able property but that wasn't so. They said "Linda, I'm sure your event is great, I'm sure it's absolutely wonderful and amazing, but women's business events go on all the time. What you should have companies sponsor is the Wealthy Bag Lady Brand. Nobody can take that from you. You spent a lot of time and a lot of money and resources building that brand. You've written books, you speak, that's you, you are the Wealthy Bag Lady and that is your brand and you do things year long."

And this is what I want to communicate to my speakers who are listening to me is that every time you speak it's a live event whether you were organizing it or not. So I changed change my focus, I changed my shift from a one time a year annual event, that's the Women's Small Business Expo, to the entire Wealthy Bag Lady Brand which is events all year long, which is speaking, which is media, which is books and book tour and yearlong coaching that keeps the sponsors names visible. So there was so much more to offer with the Wealthy Bag Lady Brand than with the Women's Small Business Expo and I'm really, really glad that I did all that research, I hired the top level companies so I could find that out. But then I figured, you know what, that kind of money is really prohibitive spending thousands and thousands of dollars to learn about this stuff. And that is why I developed this

course because I knew that other people needed this information. Other people were really missing out by not having corporate sponsors because with corporate sponsors you can do what you love, you could live your purpose and your mission and have somebody else foot the bill, but a lot of people either don't know about it, don't know how to put a proposal together, what one looks like, what are the benefits that you could offer, what are the assets of your particular property. So that is why I've developed this information for you.

I've consulted with large and with small businesses to help them profit from the awesome power of corporate sponsors and my business is grown tremendously by tapping into the awesome power of corporate sponsors. It's allowed me to grow my business, to do so much more, to get more well-known, and to bring in more corporate sponsors. Because you will find that once you start to get at a few corporate sponsors it's so much easier to get the next one because sponsors want to be in good company, sponsors want to be associated with other leading brands. And I want you to stop thinking that sponsorships are only for big companies. Let me tell you how people are creatively getting sponsorships out there. Some college students are getting corporate sponsors to pay for their tuition. All they have to do is wear a t-shirt with their sponsor's logo on it and some couples are getting their dream wedding sponsored.

I saw a news story about a couple who got married at halftime at a big football stadium. They said that they had a legal limited budget and the only other option for putting their wedding together was to cut down the guest list. Well they didn't want to cut cousin Lenny out of the wedding they wanted to invite cousin Lenny and have cousin Lenny bring a date so they were able to have their dream wedding at the stadium, they were able to bring all their family, all their friends, all the extended family, the cake was paid for, the food was paid for, even the bride's designer gown was paid for by the sponsors.

In the non-profit world charities like Susan G. Komen Foundation for Breast Cancer, Make a Wish and Habitat for Humanity are extremely flush. They're not always scrounging for money they're not in that poverty cycle that most non-profit charities are in because they have mastered the art of attracting corporate sponsors.

And I want to tell you about a little girl named Alex Scott. You may have heard me speak about her in a live presentation but I want to tell you a little bit more about

her. She was a young cancer patient. Unfortunately this poor child was diagnosed right before her first birthday with a cancerous tumor on her spine. And she was always in and out of the hospital and she wanted to raise money for the hospital fund research for other cancer patients. So at four years old she decided to open her own lemonade stand. Her parents told her that "You're not going to make much money honey", because she was charging \$0.50 cents a glass for the lemonade, but she didn't listen her goal was to donate, get this, \$1 million dollars to help other cancer victims and their families. And Alex Scott is also known as The Lemonade Stand Girl.

Well her story hit the media and the car company Volvo decided to do fundraisers to help her reach her \$1 million dollar goal. Volvo even setup lemonade stands in their dealership for one day and it was called Lemonade for Life. Unfortunately Alex died when she was eight years old but look at the legacy she left, she did meet her goal of raising \$1 million dollars for cancer research and now her mother is running her foundation. All kinds of corporations have stepped in to help them make their next goal of donating \$5 million dollars to cancer research. And when people hear this story they think "Well my property isn't a non-profit charity my property is for profit." And most of my clients have a for profit business, an event, their speaking career, their book tour, their association, it is to make money and making money is great. I encourage making money. And what I do is a for profit business.

So your property does not have to be a non-profit charity as this is I just wanted to illustrate that if this sick child can do it we can certainly do it. We have the maturity advantage, the health advantage, the educational advantage, and the energy advantage, I mean she didn't even have that much energy, she was weak. And we are living in a capitalistic and a philanthropic society that makes these kinds of dreams possible. The only advantage that Alex Scott had over us was that although her body was weak she dreamed big and her mind had no limits. And why was she so successful? According to her mother Liz Scott she sold, not lemonade, but she sold hope for \$0.50 cents a glass. So I just wanted to illustrate that if this child can do it with all of her limitations we can certainly do this.

Now I'm going to give you the definition of sponsorship. And this is in your materials if you're driving you don't have to copy it down. But sponsorship is a cash or an in-kind fee paid to a property in return for access to the exploitable

commercial potential associated with that property. I'm going to breakdown this definition so you'll really understand and get it. I'm going to repeat it once more. Sponsorship is a cash or in-kind fee paid to a property in return for access to the exploitable, commercial, potential associated with that property. Here is your first vocabulary piece. What you have, whether it is an event, whether it is a non-profit, whether it's an association, speaking, book tour, business, etc., even a religious organization is a property.

The definition is a cash or an in-kind fee. Let's go over that for a minute. We all want cash. Cash is the lifeblood of our business it's the oil that makes the engine run and completely turn over and we need cash, but I don't want you to discount in-kind sponsorships. It's also called Trade Sponsorships and it is also called Soft Dollars and in this situation money does not change hands. In-kind sponsorship is the trading of benefits and services. And in-kind sponsorships can be budget relieving. One of my clients got all of her food and beverage provided by a sponsor and as anybody who puts events together knows food and beverage is one of your biggest costs. So that was budget relieving it saved her thousands and thousands of dollars. In-kind sponsorship could be printing if you print programs you could get your printing in-kind or trade sponsorship or in soft dollars.

So don't discount the value of trade sponsorships. One of the biggest the mother lode of trade or in-kind sponsorships is your media. I have gotten over \$25,000 dollars worth of media which is one media source and not one dime came out of my pocket we did it totally trade and it benefited each of us. That in-kind sponsor, the media got benefits, they reached a certain audience they wanted to reach through me, and of course I got the advertising value and I got a whole lot more people to come to my event because of that in-kind sponsor. So your media is usually going to be in-kind sponsorship. They are not going to pay you in cash dollars but they are going to pay you with something that is extremely valuable and that is getting the word out about whatever you do.

Exploitable commercial potential let's talk about that part of the definition. Your property needs to have a commercial potential. It needs to appeal to people who buy things to consumers. I got a call from a potential client who wanted to supply books to prisoners, unfortunately I couldn't help this woman now matter how well intention she was because prisoners aren't consumers, they don't buy things. She wanted to get sponsors to help her do this work which was wonderful but there was

no commercial potential because her demographic was prisoners and they are not consumers, they cannot buy anything. Sponsorship as I said is a great way to finance your business or your property because you do not have to pay the money back but I don't want you to think of sponsorship as free money. The ideal sponsor relationship is a partner relationship. You provide quality and value, you need to communicate with your sponsor or your partner, and develop a reciprocal relationship where both parties are getting benefits in this particular deal.

And I want to give you some good news because there is a rejection of traditional marketing. I love to watch the reality shows about dancing; there's always one on. And my husband got me into ballroom dancing because he does ballroom dancing, not professionally but he knows all the dancing, so through him I know the Tango and the Rumba and the Waltz and the Salsa and the Swing. So I love to watch dancers on television but I don't want the show in real time. I will watch it after it has been broadcast and I fast forward through the commercials. What allows me to do that? You guessed it TiVo one of my favorite brands because I love it and I love that I can take a 60 minute show and watch it in 40 minutes. I can take a half hour show and watch it in 22 minutes. Hey good for me not so good for that company who spent a bazillion dollars to put a commercial on primetime television.

So you see a lot more people are doing things like that which means that companies are putting more dollars into corporate sponsorships because it's a grassroots relational marketing strategy where they get more return on investment than with traditional media such as buying time on radio, buying time on television. And last year's sponsor spent over \$13 billion dollars on corporate sponsorship. So know that there is abundance out there, know that there is some money out there. And you can get just a small portion of that \$13 billion dollars for yourself and you will be styling, you will be doing really well.

Also so more good news is that sponsorships are increasing every year. Companies that do sponsorships increase their expenditures every year because they find there is a wonderful rate of return on the investment and new companies are getting into sponsorship every year. So it is great. Now the biggest sponsored properties are NASCAR and the Olympics. So here we're going to think about what is a Sponsored Property? A lot of major cities have marathons and these are also sponsored properties. Here in Los Angeles we have a big marathon it was sponsored by Honda. Honda was the major sponsor of this particular event and

there were a whole lot of other sponsors. So just take a minute and think of some sponsored properties that you may know of. And now that your perception is increased when you're surfing the web, when you see a billboard, when you hear a commercial on the radio or on television you'll say "Hey, let me check out the sponsors for that particular property."

I know what you're thinking, you're thinking I'm not the Olympics, I'm not NASCAR, I have a small property how can I get sponsors? Well most of the clients that I work with are small properties like yours they're people doing first time events. I'm going to teach you the techniques the big boys use like the Olympics, like NASCAR and you can use these same high powered techniques and they will work for you even if you're not a large property. You can profit from the awesome power of corporate sponsors. I want you to think of me as your coach and I'm going to give you the tools that you need but your success is going to depend on you. I'm going to give you the information but you have to contact the sponsors yourself. I'm all about empowering people not taking their power away. So if I were to do it for you suddenly I'm not around anymore and you're kind of left in the cold, but if you have the tools you can do this yourself, you can teach other people how to do it, you can train somebody to make the calls for you, you have the power. The best definition of a coach that I have ever heard is that the coach shows you where the light is but you need to turn it on yourself. So I'm going to encourage you to be your highest and best self. I'm going to be the conduit to help you step into your greatness and your success is going to depend on you.

## HOW TO FIND SPONSORS

**S**o what do you do? How do you get started in getting your corporate sponsors? What I'm going to do here is I'm going to break it down into a step-by-step program they're going to be bite-sized chunks because this is sophisticated, it is complex, but I'm going to make it as simple as possible. The first thing that you're going to do is make what I call your Wish List. The Wish List is a list of your possible sponsors. And some of you may be thinking well everybody is possible for me, all the companies, all the brands out there could sponsor my property. This may be true it may be not but I want you to think of categories and this list sponsors in that category. And I'm going to give you an example and this information is also in the materials that come with this course.

A category may be insurance so look at the insurance category and lists all the insurance companies that you know, all of the ones that come to mind. This starts your brain, it puts you on a mental track, and then you'll remember an insurance company another time; go back to your list and add that insurance company. Remember you're doing a blue sky exercise so don't censor yourself and think, oh well this company is so big why would they want to work with me? Because remember that even large companies, and especially large companies, have a territory manager or a district manager and they work with local properties, they work with small properties the local territory.

So think of top tier as well as second tier sponsors. Here's another vocabulary piece for you. Write down top tier or second tier and if you're in your car, if you're driving just kind of remember that and look at your materials later.

| <b>Top Tier</b>        | <b>Second Tier</b>                           |
|------------------------|--|
| <b>Bank of America</b> | <b>Local Community Bank<br/>In Your Area</b> |
| <b>Wells Fargo</b>     |  |

The top tier let's take the bank category. Top tier would be Bank of America, Wells Fargo. The second tier would be like the local community bank in your area. And sometimes the second tier sponsor is easier to work with. So I'm not saying to lower your expectations I am telling you broaden your expectations. And the top tier sponsors are the ones that are top of mind and they've paid a whole lot of money in marketing and advertising campaigns to put those top of mind. But just broaden it to think of some second tier sponsors because sometimes second tier sponsors are trying to make their mark are trying to get their brand name out there in to the consumer consciousness so they really want to be with a sponsorship program, whereas a company that's a household name or that's been a household name for 50 years may not have those same needs.

How do you find sponsors? Well the first thing that you have to find sponsors is to get out of your office go to tradeshows, go to networking events, go to seminars, meet with clients personally when you can and put yourself in an arena and let everybody know that you are looking for sponsors. That's one way to find sponsors. And let me give you a little bit of a tip, if you are going to a tradeshow to possibly cruise and talk to sponsors, and I've gotten a lot of sponsors that way, go when they're not so busy. Go on maybe a Sunday afternoon when it's a little bit quiet. If they're seminars go when there is a seminar in session the exhibitors don't really have that many people to talk to, that's when you can really approach these people. And even if the person that you need to talk to is not there at the booth get the name of the person who is working that tradeshow booth then when you call and ask for the chief influencer or the make it happen person use that person's name. Say "Mary told me to call you, Bill told me to call you", and you will have a much easier time reaching that person who is a center of influence who can make things happen for you.

## GETTING STARTED

**Y**ou can also look at similar properties and find out what companies are sponsoring them. When I was putting together my Women's Small Business Expo I went to Web sites of the other women's business events and I saw who was sponsoring those events and started to call those companies. For my client who speaks to the military we went to the military non-profit charities and military Web sites. I have a client who does golf events so we went to the golf tournament Web sites and saw who was sponsoring golf tournaments and that's how we came up with her potential sponsors.

Sponsorship is a marketing expense for the company it is not a donation. The sponsor has to have a return on their investment and I want to go over what this course is not. This is not a grant writing course, so if you have a non-profit you're looking for somebody to write grants call me I can give you a referral, but this is about how to get corporate sponsors. And sponsorship remember is not free money.

An example of sponsorship is the Westminster Kennel Club Dog Show I absolutely adore animals and I love to watch the dog shows. I own two cats but I also love dogs. So I'm watching the Westminster Kennel Club Dog Show and I see that Pedigree is the sponsor. Pedigree is all over the stadium, Pedigree does all the commercials. And what Pedigree did it was something very interesting they're donating a portion of the proceeds to the Humane Association so they're going to match the contribution of the viewers. So if the viewers donate to the Humane Association through Pedigree they will match whatever donations are made by viewers of the Westminster Kennel Club Dog Show.

The Golden Gate Bridge is another property because they're considering ways to get corporate sponsors to provide financial support. And what they're going to do is a subtle an unobtrusive way to have a partnership program because they need to spend some money to kind of update the Golden Gate Bridge. They're not going to allow a company to rename the bridge or hang signs from this wonderful landmark which opened in 1937 to traffic. The sponsorship options are low key branding

such as logos on the benches and other bridge property. So I just want you to really open your mind about what could be sponsored.

The Mardi Gras in New Orleans they're thinking of sponsoring that because, obviously, they still need money to rebuild from Hurricane Katrina so sponsoring the Mardi Gras can bring a lot of money and resources into that city to rebuild.

In this course we're going to be telling you how to write the sponsorship proposal. Now the sponsorship proposal is all your perspective sponsor is going to see. They're not going to really get to know you that well on a personal basis everything has to come through in that sponsorship proposal, it has to spotlight you just beautifully. And remember it is the most critically important but most misunderstood document in there. After this course it will not be a mystery, you will know exactly what goes into the sponsorship proposal and you will know how to write your sponsor proposal. And I tell people to do proposals in a way that's a little bit different. I tell you to start out with a compelling story because you are making a human connection.

A lot of people think well, I'm going to send this document to a corporation so I'm going to write the equivalent of a white paper with a lot of dry facts, a lot of statistics, and that is the way that most people do sponsorship proposals, that is what your competition is doing. But you are going to outshine your competition because you're going to have stories, you're going to have illustrations, you're going to have graphics, you're going to have humor in your sponsor proposal. That proposal is going to be so compelling, so fascinating it's going to spotlight you, your property and also your personality beautifully because we still have to make a human connection, this is a relationship business.

Don't forget that in your sponsor proposal it's all about benefits and it's about them meeting the perspective sponsor, that company, that brand, it's about what you're going to do for them not about you. And I tell you this because even though I stress this to clients when I get their proposals back it's all about them. And I know you're doing wonderful work, I know you're out there changing lives, I know that you're on a mission and a purpose, and it's easy to talk about what you do because it's what you've spent years doing and crafting and it's really easy to talk about that, but you can talk about that if you can relate it to a sponsor benefit. And I know that you want to do good work, you want to improve people's lives, but the sponsor

proposal has to be benefit driven. The sponsor is going to read that immediately say "Wow, I get it. I know what they can do for my company. This is a no brainer I have got to work with this person or this property."

## ❖ DEMOGRAPHICS

Let's talk for a minute about demographics. Demographics are extremely important and usually with my speakers, my book authors I have to talk about this because they think the most important thing is the subject of the book or what they speak about or their platform and that is not the most important thing in the sponsor world. We've got to re-shift it because the most important thing is the demographics that you are bringing to that sponsor. In my case it is women business owners and I know everything about my demographic. These women are 25 to 54, they're middle to upper income, they're mostly all college educated, they've been in business for five years or less. I could tell you if a woman walking down the street is in my demographic. I know it so well and I want you to know your demographic that well, and that is what you're bringing to that sponsor, you're bringing a group of consumers to that sponsor and that is the most important thing.

Now how do you do research about your demographic, how do you find out all of those hard facts that I was telling you, a social economic status, and education? Well there's a way to do it. A traditional way is to hire a third party research company. And if you have a whole lot of money booku bucks and in deep pockets go for it because that's what a lot of companies that are large properties they hire a research company and they did a whole lot of good stuff out of that research company. But I'm going to give you low cost ways to find out about your demographic.

First of all, go to the internet. We are so lucky to be living in times when you can get information so easy on the internet. I use to have to do this at the research library and I loved working at the research library because those women at the research library, I call them Indiana Jones in long skirts, they were wonderful. But now information is at your fingertips, in your pajamas at your home. In about an hour you can get so much information about your potential demographic that it will make your head spin. You will look like Linda Blair in the Exorcist when her head spun around. You will have so much information. So go to the internet, type in your demographic and you'll get a whole lot of information.

Another way to get information on your demographic is to think about what publications, what media your demographic listens to or reads and call that publication, call that newspaper, call that radio station and ask them for what's called The Media Kit. You're going to want that media kit. What you do is you call the Sales Department and say you're thinking of advertising and you want the media kit and they will be happy to send it to you. And a lot of times now the media kit is also online so that's available immediately you may not even have to wait for them to send it to you. But they will give you such amazing information in that media kit.

I saw a media kit from a radio station once and it had some awesome information in it. I know how often their listeners bought cars, how often their listeners bought a new computer, how often their listeners bought a new television set or some kind of electronic gadgetry. It was just amazing the information they had on their listeners and they've already paid the high price marketing research company to do that research. So you can get that research at a very low cost or even no cost.

Here's another way to get demographic information. Call your local college or university and ask them if they have any research on your demographics. The Psychology Department always teaches statistics, is always compiling statistics. The Business Department may have some statistics and those statistics may be very current and very up-to-date. They may have just done a study that's not yet published they you can be privy to if you call them. So that's another low cost or no cost way to get information on the demographics and if you site a leading college or a leading university, hey that gives you a whole lot of credibility.

Also, if you have a big database, you know a lot of people you can do your own survey. There is a site out there called Survey Monkey that I just adore; it's [www.surveymonkey.com](http://www.surveymonkey.com). You can put together your own survey, send it out to your inner circle or the people on your advisory board or your friends or your customers and clients people that you really know will answer that honestly. The answers will come back to you in a graph form. You'll know percentages you can ask multiple choice questions, true/false questions, they can fill in the blanks. It's fabulous, it's a great resource. So if you want to do your own survey you could do one very quickly, very inexpensively through [www.surveymonkey.com](http://www.surveymonkey.com).

## ❖ OBJECTIONS

I want to talk about some objections people have to the idea of getting corporate sponsors because if you're thinking about these possible objections I want to handle it right now and the best way to do this course is to listen to it with the white eyed innocence of a child, to forget your preconceptions, forget that adult skepticism, let your guard down and just kind of be open to the concepts that I'm giving you here, because like I said they are new concepts and I want you to get the most out of this course and be as successful as possible. In fact I cannot wait to hear your success story.

But let me talk about some objections that people have when it comes to getting corporate sponsors and this may be in the back of your mind. Here's the first one. I've had people say to me "You know Linda, this all sounds great but I want to be independent. I like to speak about what I want to talk about, I want to do my book tour, I want to write my book, I want to do my business, I'm opinionated and I really don't want a corporation to influence the content of what I do." Well let me tell you I have never had a sponsor influence of what I talk about. I've never had a client say that a sponsor influenced their content. And if it does come up the beauty of this is you're designing the program. So if a sponsor asks you to do something that you are uncomfortable with all you do is say "You know what, that's really not part of this program", and then you just move on. And that's how you handle it. If you are ever asked to do something that makes you uncomfortable.

The other objection, I went over this a little bit earlier, is that you know what, I'm new at this, this is my first event, it's my first book I'm just starting this business, I'm just starting to speak, I'm just starting a non-profit charity. I don't have a track record like you do. Well guess what, I didn't have a track record either when I started. And like I said I got some major players my very, very first time knowing absolutely nothing. Sometimes ignorance is bliss because I felt that what I was doing was so important and I believed in it so much I had such a passion and I was a woman on a mission that I sold people on the concept. And we're going to go over a little bit more how to sell a new or a first time property.

Another objection is that hey, this sounds like a lot of work. I'm not going to kid you there is work involved, especially in the beginning because you are going to be

putting a proposal together, but the exercise of writing the proposal is a great exercise because it helps you focus and clarify your project, it makes you think and fill in the holes that were a little bit fuzzy so you can talk with clarity and with purpose about what you're doing. And with confidence and that confidence is what is going to get you the corporate sponsors because confidence is contagious. People want to work with people that are passionate, that have a life force and you are going to draw the right people to you.

I think it's important that you do the work and you write your sponsor proposal, but you can have somebody else make the phone calls for you, and when you get an interested perspective sponsor you can do the negotiation and you can close them. So that's a way to sort of systemize what you're doing and to delegate something in this particular program. Also, yeah there is work there are some awesome rewards to this and the awesome rewards are really making it possible to do the important work that you're doing and to have somebody else foot the bill. And it sometimes makes it possible for you to go out there and change lives and help people step into their greatness. Some of my clients say "Well you know what, if I didn't have these corporate sponsors it wouldn't be possible for me to be living this passionate life that I'm living and doing it bravely."

Let's handle another objection, and that is you know what this is just too sophisticated for me. Well this I really don't accept because this is small thinking. If you think, you know I'm not ready for this. Know that I wasn't ready when I first started, my clients weren't ready. If you're not ready yet you learn about it, you make a commitment, you get knowledge, you get confidence and then you go forward. There's something out there called the Paradox of Knowledge and the Paradox of Knowledge says that once you start learning about something you realize that you have to learn more and more and more. You're never going to say "Hey that's enough I know it all, I know everything there is to know." Especially for something like corporate sponsorships because it's always changing and it is always evolving the rules of the game. So just learn enough so you feel a little bit uncomfortable but you could go out there and start calling and start making your mistakes. And you're going to learn so much more from your mistakes than you are your successes.

I think it's important to let you know now that I have no formal business training. Everybody who saw me draw or saw me paint as a child said "My dear you have to

become a professional artist" and that was my course of study in college I absolutely loved it. And I thought business was totally boring. And when I got out of school I even got a couple of shows as an artist but I just couldn't make it a full time living and I didn't want to be a starving artist. I wanted things, I wanted a nice home, I wanted to travel, and I wanted to have choices in my life. So I learned selling and then I learned entrepreneurship. But I had two failed businesses and I went to my father and I said "I want to start another business."

So what would you tell this crazy kid who has only art school training has two failed businesses and wants to start yet another business? Well you could guess what my father told me he thought I was nuts and he thought I wasn't qualified for anything. And it did hurt me but I could have either listened to him or proven him wrong. And I was so stubborn and so rebellious I said "I'm going to do this anyway." So I went out, started my business, traveled the world. And my father called me and he did this a couple of times, I don't know if your father does this but my father does this. He clears his throat and I knew that it was going to be hard for him to tell me what he wanted to tell me but he said "I am so sorry for everything that I said that hurt you."

And today my father is my biggest fan. When we're together it's embarrassing we are just so close. And I realized that my father loves me and my father didn't want to crush my spirit, didn't want to put a wet blanket on my fire, but he was being a protective dad. He didn't want to see me fail again he didn't want to see me get hurt. And just remember that the people out there that may not be as supportive as you'd like them to be they have an agenda and nobody has your vision. And what I want to come back to is don't be afraid to go out there and make mistakes. You're a leader in what you do, you've been doing what you do for awhile and you're very comfortable with that. All of a sudden with corporate sponsorships you're stepping into unfamiliar territory and you're going to make mistakes and you're not going to be as confident in the beginning as you will after time. But I just want you to go out there and make the mistakes and learn from the mistakes.

## ❖ MAKING THE CALLS

Let's talk for a minute about who you ask for when you're starting to make the calls for corporate sponsors. I have FedEx as a sponsor but what if you were to call FedEx. Do you know FedEx has thousands of employees worldwide? So how do you get that right person at that company? Here is what you do.

The Number 1 department to ask for is the Marketing Department. Marketing Department that is the best place to go and they may direct you to another department in the company but it's a great place to start. The titles that you're going to work with in getting your corporate sponsors are Marketing, of course Sales, Community Relations, and Public Affairs. Supplier Diversity is another good department. Human Resources is usually not a great department to go to when you're looking for sponsors. And a lot of my clients get so excited when there is a Sponsorship Department at a company. Whoa isn't that great. Well not really because the Sponsorship Department is usually a screening device that accepts less than 3% of what is submitted to them.

So when they tell you to submit something blind to the Sponsorship Department and now it's usually an online form, if there is no other option, if you cannot talk to a human being at the coming and create a relationship do it but just know that it's sort of like that black hole, if you're a Star Trek fan, where things go in and they never come back out again. And just to prove the point recently I filled out a few of those online forms for sponsorships and I never heard anything back from any of them. So just know that when they have a Sponsorship Department it's not as good as it sounds.

Also here's a really interesting fact. You can get a no from one department in a company and a yes from another department. It happens time and time again to me and to my clients. So just because you get a no from one department you could get a yes from another department or you can get a yes if it's a national company from the local affiliate of that company and it's a really interesting thing. And most of us are small business owners entrepreneurs so we're not use to dealing with a large company. First of all, one department has no idea what another department is doing a lot of times because that company is so big. So if you get a no from one

department of a company but you really feel like you're a good fit with that sponsor and that brand try another department in the company.

Let's talk for a minute about Cause Related Marketing. Here's another vocabulary term for you Cause Related Marketing. Basically this is all about the fact that people will give more money to companies who are doing good, to companies who are giving back to the community, people feel better about spending their money with companies that are being what's called a Good Corporate Citizen. A classic example of Cause Related Marketing is Target. When you shop at the Target store and you use their charge card a portion of your money goes to support your local schools. So a lot of people feel really good about shopping at the Target store because they know that Target in turn is being a good corporate citizen and is doing good and most importantly, is giving back to the community.

I gave the example of Pedigree before, Pedigree Dog Food. In their commercials they don't even show the product. You see these poor little dogs in cages and the commercial pulls on your heart strings and the narratives say "I don't know why I'm here. I'm a good dog I need a home." Then you see somebody taking that dog home and the dog sticking its head outside of the car on its way to its new loving home. And Pedigree comes in and says that a portion of the proceeds from the dog food that they sell goes to fine loving homes for these poor dogs. Now those are classic examples of Cause Related Marketing and Cause Related Marketing is growing every year.

So whatever you're doing make it relate in a cause marketing way. You may want to have a charitable partner if you are not a charity yourself. And remember I'm a for profit business, most of my clients are for profit businesses. If you have a non-profit partner people will pay more money to go to your event or come to your association or buy your book or see you speak or patronize your business if you are giving back to the community, if you are helping people who are less fortunate than yourself.

A lot of businesses like to work with a non-profit charity in a sponsor relationship. It's usually a 501(c)3 non-profit entity because they get certain tax benefits and if you have a non-profit partner you can get those tax benefits and offer them to a corporation. Some of my clients form their own non-profit entity and you can do that too. I prefer partnering with a non-profit charity because they have the

infrastructure, they have the entity setup. Plus a non-profit charity has some kind of a database they have people who know about that charity, support that charity are interested in that charity and what it's doing. So a non-profit charity can expose you to a whole different group of people that you may not be exposed to. They can promote you while you promote them it is a wonderful synergistic relationship.

## SPONSOR BENEFITS

**O**ur strategy is going to be to get your association and your media sponsors first, then you leverage these association and media sponsors or your in-kind to get your cash sponsors. So here are three ways to use your in-kind sponsors to attract the cash sponsors.

Number 1 is going to be Media Partners and media as we said is usually in-kind but it is budget relieving. And here's the way it works you may have a database of a few hundred people, maybe even a few thousand people, but what if you enroll a media partner with a circulation of 60,000? Your reach and your exposure power just went up. So media is great for extending your reach, extending your exposure, giving your sponsor more possible consumers to connect with and engage. And media also gives you and your property credibility.

Number 2 is Association Sponsors. You can offer association sponsors visibility at your events when you speak, when you do your book signing in your book on your Web site. Of course you should become a member of the particular association and you can offer to give their members a discount for whatever you do for buying your products, for doing business with you, for coming to your events, for participating in your activities or your non-profit charity you can offer the association partners maybe a special gift for participating in that particular charity.

I'll give you an example of what I did. I had a very small database and I raised it from almost nothing to about 12,000 people in a very short amount of time. What I did was I called the National Association of Female Executives. The National Association of Female Executives has been around since the 70s. They're a very established association, a very well expected association and most importantly they have a membership base of over 120,000 people nationwide. They also have a magazine which I use as a media sponsor. So by acquiring the National Association of Female Executives, its called NAFE, I increased my reach by 120,000 people just by partnering with that one association. And now I can say that I reach over a half a million people that one gives me a whole lot by itself and then a few more associations. And I can easily tell a sponsor that I can reach over a half a million people.

Number 3 is Strategic Alliances, this includes your Advisory Board, and this team will make or break your property. These are the people who are going to help you manage, these are your volunteers, these are your advisors, etc. In the sponsorship proposal you're going to get their biographies and list their accomplishment, be sure to highlight influential people you probably know or know people who know influential people in the business community, people who are key influencers. Political leaders are good, civic leaders are good to put on your Strategic Alliance Team or your Advisory Board. Friends and colleagues are good.

I want to talk a little bit about the success team because if you want to be successful you need to hang with successful people. You can't fly with eagles if you are down on the ground with the turkeys. And this is such a simple concept but most people don't act on it they stay where they're familiar, they stay with this same group of people who doesn't really do anything, who they've grown up with, who they feel comfortable with, but they really aren't going to accomplish as much as if they upgraded and hung with people who are making more money, who have achieved more, who are on a higher level than they are because then they will aspire to go to that higher level. When you're playing tennis you want to play with somebody who is better than you, who is more accomplished, who knows how to play, has been playing longer and better because then you're going to up level your game.

It is the same with the success team. And the reason I'm spending time on this concept is that it is a really important to start putting together a list of people who support you, who hold your vision in life because sometimes you're so close to your project that you get stuck. And you can have great brainstorming with these people get some fresh new ideas and perspectives. So if you want to put together a success team you could either call me, you could work with me and my private coaching program and you and I can be a success team or you can get some people you know together who will help you be your highest and best self and really help you achieve your goals. The commonality of all of the multimillionaires that I interviewed for my book *"Bags to Riches"* is that they had a wonderful supportive team, and one man even told me that without his staff he would probably be flipping burgers somewhere; that's how important this is.

In your sponsor proposal when you are pitching that sponsor I want you to promise deliverables. Please write that down **promise deliverables**. This means that I want

you to be specific. Instead of saying to that perspective sponsor I could get you media exposure. Why not say I have the Hometown Business Journal as my media partner. The circulation of this Hometown Business Journal is 60,000 business owners with a household income of over 120,000. Now who would you go with the one who has that illusive semi-statement of *I can get you media exposure* or the one's that giving you the deliverables saying that he circulation is 60,000, the people who read that Hometown Business Journal have a household income of over 120,000.

Let's talk about why a company would sponsor you. They want to increase brand loyalty. Whatever category that sponsors is in there are other competing businesses, so they have what's called a certain market share. They not only want to keep that market share but they want to increase their market share. But in certain categories, let's take rental cars it's basically the same product. What differentiate whether you're going to stick with a certain rental car company is relationships? How they treat you, the ease of getting that car, the ease of returning the car, what extras they have for you, what extra services they're going to provide you. How they make you feel special. So if they sponsor your product they're having direct connections, direct engagements with their consumers, creating awareness and visibility for that company, changing or reinforcing the image of that company.

Sometimes a company wants to go in a whole different direction, change their image, reinforce their image, sometimes a company needs to do damage control. And if you look on the news right now there's certain companies that need damage control because they've had some very negative press and publicity about that particular company. And I got a sponsor once because that sponsor wanted to change their image. There was a lot of negative press with that particular sponsor. They wanted to show that they were brand friendly to women because there was negative press about that.

**Growing the Customer Base.** Opening up a new territory geographically you may be in a territory or you may be doing an event in an area where they see growth possibilities, where they see the actuarial tables that tell them that that's an area that they want to develop geographically.

**Entertaining Clients.** This is a great benefit that you may not have thought of. If you do an event this is a natural you give some VIP tickets to the top clients of that particular sponsor and you make them feel special and those key clients that that sponsor has you give them a host, you give them a VIP table, you could even give them a VIP bag, you do everything possible to make that top client feel like they are royalty. Like you are really giving them white glove service and this is a really wonderful hospitality benefit that you can offer a sponsor. This even works at a speaking engagement, at a book signing, for a business, for a charity event, for an association event.

**Narrow Casting.** This is when a company hones in on a niche market. I talk to a car company and they were niching their market toward nurses. They found out that nurses were a great market to buy their car so they would sponsor nursing conferences, events where large groups of nurses would congregate.

**Recruiting and Retaining Employees.** This is another great benefit you may not have thought of and this pertains a little more to events because the events are used as perks for the employees. If they're at a company for a certain amount of time, maybe over a year, they get to take a day and go to a conference. One of my clients had a symphony, a cultural center they could go there for the day. They can go to your charitable event they can even get dressed up if it's a night time affair. So this is a great benefit too.

Another benefit is to forge new links with opinion leaders. And this is why it's important to have a really stellar advisory board. I have a congresswoman on my advisory board and you know what, I have never met the lady but I put her on my advisory board. I would have loved to have met her but all I did was meet with her staff, I told her what I was doing. She said "Great, I love what you're doing. I will put my name on your advisory board", because it's good for her and it's good for me to have her there. She feels the diversity need, she is a political leader, and people may want to associate with you because you have opinion leaders on your advisory board, you have business leaders on your advisory board, you have key influencers there, and they may want to associate with these people.

Also sponsors love to connect and associate with each other. So as you start getting sponsors you'll get more sponsors because they love to associate and do cross promotions with each other. And once you get a few sponsors you can even have a

Sponsor Summit where you bring them together, you rent a room at a hotel, you provide a nice lunch and it's really a forum where they can talk to each, brainstorm ideas, and may be do some cross promotion and promote both of those businesses and you put them together. So connecting sponsors with each other will connect them directly back to you.

**Rewarding Top Sales People.** A lot of companies have incentive programs in place for people who make certain sales quotas. So maybe the top salesperson gets to come to your event, gets to come and visit your business, get a tour of your business, gets to know a little bit about your charity. If it's a children's charity maybe you can take them to meet some of the children, get a great photo opportunity with the children who are recipients of your charity.

Habitat for Humanity is classic in this sense because you cannot just go on a Habitat for Humanity crew anymore to build a house you're put on a waiting list because every company wants that photo opportunity of the group building a Habitat for Humanity house. And they utilize it to its maximum capacity that photo op. They put it in the newsletter, they put it on the Web site, they blast it out to their consumers and their clients that here's what we did, look we built a house for this single mom with her three kids and check us out with our hammers and our overalls. And don't we look good.

**Attracting New Customers.** That goes without saying, but they can also thank old customers by sponsoring your event. They can demonstrate their category leadership; open up new channels of distribution. They can let people know about a part of their company that most people don't know about. Citibank is a large entity. They have a small startup within Citibank called Women and Company. And this is a phenomenal thing because women learn how to plan their financial future and empower themselves by learning how to invest. So through me I could put the spotlight on Women and Company and show how Citibank is empowering women in their financial lives. That is a small part of a big company through me now more women know about Women and Company, they've joined it and they are starting to get the word out about Women and Company which is a division of Citibank.

**The Opportunity to Test a New Product or Service.** When they do a role out it is extremely expensive so they want to test that new product or service. So they

can test it by sponsoring your property. Make people aware of a line extension identification with a certain particular lifestyle. This may be Urban Youth, this may be the Baby Boomer Generation, but do you see how the financial companies may want to also identify with the Baby Boomer Generation because that's where a whole lot of disposable income is right now.

**Enhancing Commitment to a Demographic or an Ethnic Group.** Let's spend a couple of minutes on this one because if your property promotes diversity please mention that, and don't just mention it once, mention it a few times in your proposal because diversity and multiculturalism is a real hot button right now with Corporate America. So if a company is promoting diversity, multiculturalism they want to let people know that they are and they can let them know through sponsoring your property.

Another great thing that companies are getting into right now that you can capitalize on is the **Movement to Go Green**, to recycle to not live a big carbon footprint, to be a friend to the earth. And not only do companies go green but they want everybody to know that they are going green so they can let people know through sponsoring you in a very cost-effective way and get a great return on that investment.

The last reason that a company would sponsor you is **To Drive Sales**. And I put that in your home study materials and I put a great big explanation mark next to it because I never want you to lose sight of the bottom line. This is what drives the company to do almost everything. They have stockholders to answer to, they have employees that they want to keep employed, there are always trying to grow the company and drive more sales of that company. So I never want you to lose sight of this and always relate your benefits to driving sales.

I want to talk for a minute about your Web site and what the Web site should look like and what it should not look like. If you don't have a Web site I would like you to get a Web site. You do not necessarily need a Web site to get corporate sponsors but if you have one you are more likely to get corporate sponsors because a Web site connotes credibility and stability. And now when people hear about you and hear about your property what are they going to do? They're going to do what you would do they're going to run to their computer and they're going to punch you up

on the web to check you out. It is your business card and it is up there 24/7 and it has to look really good.

The best Web sites that I've seen are corporate looking but also have some personality. You've got links on there, you've got good graphics. I don't want any obvious templates I don't want any of this homemade stuff, if your Web site is not where it needs to be please hire somebody that's very inexpensive now to get a web designer to make it look professional in its layout and in its design. There's something in business called Opportunity Costs and the opportunity costs are tremendous here because you could lose tens of thousands of dollars, \$25,000, \$50,000 dollars because you don't want to pay to get somebody to redesign your Web site. So it's really worth it to have a great looking Web site.

And let me just say this, that once you have that beautiful Web site that just glows off the page. Once you have that great sponsor proposal it is shined up like a diamond where a sponsor is going to look at it and say "Whoa, this is a no brainer. I have got to do business with this particular property." It's going to make such a difference in your confidence level when you call up and you try to talk to that sponsor and convince them about the value of your property. And if your business card and your Web site and your proposal are not where they need to be please don't apologize because that puts you in a position of weakness if you start a business relationship apologizing. Just take your business, get it to where it needs to be, call with confidence.

I love my Web site I can't wait to send people to my Web site. I think it's fabulous. Did I always feel that way? No, but it's so different now that I can't wait to send people to the Web site, I can't wait to give people my sponsor proposal or my business card because I think they're all fantastic. Yeah there's need for improvement there're some things I would improve, but they're really good and nothing is ever going to be perfect. Also I don't want to see any sales letter Web sites, and if you don't know what a sales letter Web site is it's that Web site where it's mostly text, there's a photograph of the person that it's about and it's usually selling some kind of a program or selling you as an expert in your field. There are no links you read down to the bottom its text, it's a lot of hyperbole, there's a lot of high pressure sales language there. And then you go to the bottom and it says "Yes I want to order now" and you click through to order. Those sales sites will not work with sponsors.

Those one page sales letter Web sites will scare a sponsor away. They do not want to deal and associate their brand with that kind of a Web site. They want to associate their brand with a Web site that looks credible, that looks professional, and that has integrity about it, that's not hyping anything. So if you have one of those Web sites create another Web site where you're going to direct the sponsor because a sponsor benefit is putting a hyperlink and their logo on your Web site. So it's got to be a Web site that they are going to want to associate their brand with. Remember a sponsor is trusting you with their brand. It may be a 20 year-old brand, it may be a 50-year-old brand and they've spent a lot of time and money cultivating a certain brand image. And if they trust the wrong person with that brand their image can crumble very, very quickly. We've all seen this with bad press that a brand that's been around for years can go down the tubes really quick.

I remember years ago when somebody was poisoning Tylenol it was getting into the capsules and fortunately the Tylenol had enough foresight to go on every talk show, show off their new taper proof packaging, and build that brand up again. But that brand that was an old established brand could have gone down in flames if they were not so savvy about how to do damage control and bring that brand up to where it needed to be. In fact I think the brand was even more successful after the poisoning scare before because they knew how to handle it so well. But that's how quickly a brand can lose its credibility with the public.

I'm going to talk now about how to sell a first time event or a new property. You're going to get influential people on your advisory board. You're going to partner with established businesses, charities and successful events with a track record. You can even partner with a competing event and turn them into your ally because this builds credibility and it expands your reach. You're going to do plenty of research on the companies that you plan to approach. How do you do your research? You use the internet. If it's a public company you can call and request the annual report of that company. If it is listed on a stock exchange they must send you the annual report. You could get a whole lot of information from the annual report.

There is a Web site called [www.hoovers.com](http://www.hoovers.com) and [www.hoovers.com](http://www.hoovers.com) will tell you the top people in that company. Usually the people at what we call the 'C' Level, the COO, the CFO, the CEO, respectively what that means Chief Operating Officer, Chief Financial Officer and the Chief Executive Officer. So you can learn

about a company through [www.hoovers.com](http://www.hoovers.com), and of course their own Web site, and their annual reports.

I want you to talk about short term and long term marketing. So sponsors know that you're in for the long haul. You can have a six month plan but I want you to have a one year plan, a two year plan and a three year plan. Right now nobody's really doing five year plans because business changes so much now the rules of certain businesses change so often that five year plans are not really feasible at this time. I want you to be realistic about your projected attendance, your demographics and your extended reach. If you are doing an event and you expect a few hundred people there don't tell a sponsor you're going to get thousands of people it's too each for them to check it out. Your credibility is blown, your integrity is gone, and you have burned your bridges with that sponsor you cannot go back and approach them.

The worse thing that can happen is that the sponsor can talk to another company about you. And it's the small community out there so really have integrity, be conservative about your demographics, be conservative about your extended reach. Don't tell a sponsor you can reach millions of people if you can't. And be conservative about your attendance. Also you can use magnetic sponsors and these are impressive companies with household names. They can be in-kind sponsors to draw in the cash sponsors because sponsors are not mavericks, they're not innovators. They want to be in good company, they want to see that a leading brand has endorsed you and then they will come in and be in good company, but they don't want to be first. They want to know that another sponsor is already there and believes in you and trust you with their brand.

If a sponsor wants to cut the fee because your property doesn't have a track record tell them that you'll consider it if they commit to a full fee sponsorship for the next event, the next year, however long the contract period is. I like to do a one year contract by the way, tell them that if they're not satisfied that they can withdraw in a certain time period they can cancel that sponsorship but I want you to get that renewal commitment.

Let's talk about Sponsor Benefits and this is going to go into your proposal which we will be discussing. Here are some benefits: 1) Branding to your association. 2) Branding to your association sponsor or your demographic. 3) Exposure with your

media sponsors. 4) Hyperlink on your Web site. 5) Cross promotions with other partners and/or your charity (very important). 6) Enhancing the cause related marketing by participating in a program that benefits your demographics or benefits the recipients of your charity.

If you do an event they can have a display table, they can have signage, they can have company representatives at your event, they can have their name on a national resource list, and they can have a speaking opportunity. You can give them the option to provide a premium in the show bag to advertise on that show bag or to put collateral materials in the show bag. You can give them an ad in the program book. You can print their name on the ticket if you do physical tickets you could have their name on the opposite side of that ticket. They can provide prize giveaways for your raffle that increases their visibility. They can do onsite sales sampling opportunities; that's really big with certain kinds of brands like food service. I've been to a lot of events where they give away yogurt samples and then I have gone to the store and bought that particular yogurt.

We mentioned also VIP passes for the staff and special clients for every event or even businesses or book tours or speaking. You should be doing premarketing. You should be doing marketing at the event and you should be doing follow-up marketing. So the high level sponsors can have the premarketing advertising value and the follow-up or post event advertising value because events or a speaking tour or a charity. It's not just about the *event*. Events are in three stages. You do a lot of pre-event marketing you create a buzz about that particular event. At the event you have a photographer for a whole lot of photo ops. After the event you publish those photographs in a publication on a Web site.

That's your after event follow-up. You can send an email to the participants in that event and have a special offer to them from a sponsor. You could do a press release to various media outlets telling how that sponsor is brand friendly to your demographic, whether it be youth, whether it be teenagers, young parents, Baby Boomers. Put a press release out that says what your sponsor is doing for that particular demographic.

A yearlong coaching program. Now this is a new thing in the past few years. That keeps the sponsor's name in front of consumers for a whole year and that is becoming a very viable and strong benefit.

An Award Presentation. You can do award presentation to that sponsor. Have them come and have that photo opportunity of them holding the award. They bring back the award, they put it in their office in a glass case, I've seen these when I've gone on appointments to see sponsors.

Lastly, I want to talk about exclusivity. This is a huge benefit and what exclusivity means is category exclusivity. So say you have a retail department store as a sponsor. They're not going to want you to have their competition as a sponsor. If you have an airline sponsor they're not going to want you to have another airline, an insurance company, they want to be the only insurance company. Now exclusivity is not always a benefit because sometimes if they're not giving you enough money you may not grant them exclusivity because then you're sort of turning off the spicket and turning off that revenue stream from another sponsor who may be interested. But usually at the higher levels of sponsorship if they're giving you enough money or enough of a sponsorship or a rights fee you will grant them category exclusivity. So their logo is the only logo in their particular business category.

## LEAD TIME

**L**et's talk about Lead Time because I am always asked how far in advance of an event should you be contacting your corporate and your media sponsors. Four to twelve months in advance is the answer. A lot of conventional wisdom in other companies that teach you how to do this will say "Contact them eight to twelve months in advance of your event." This is well and good and usually the longer the lead time the better results in the sponsor game, but I have helped clients get sponsors in as little as four months. Because then the sponsor can't put you on the back burner, they can't put you on file and say "Well we'll get back to you" because it seems like there is so much time for them to think it over.

Sometimes in sales, and this is sales, the sense of urgency works in your favor. The short lead time, the due date approaching works in your favor and that happens with sponsorships too. So don't worry if you're not eight months ahead of your event, if you're not 12 months ahead of your event, if you have a few months you can still do this, you can still do make it happen. And if worse comes to worse if you have a sponsor that you want but they say "There's just not enough lead time", invite them to your event. Have them experience that magic, that experiential transformation that goes on at your event, and chances are better that you will get them as a sponsor for the next event because a lot of what you do is a experiential somebody has to be there, see it, feel it, taste it.

So even if you don't get a corporate sponsor that you want and your event is coming up I would invite them anyway, give them a VIP pass of course, treat them like they're royalty, have the host show them around or you can show them around personally, and then you can approach them for the next event.

## SPONSOR PROPOSAL TEMPLATE

**N**ow we're going to get into the actual proposal and how to use the Sponsor Proposal Template. So I'm going to go section by section because you really need to know what language to use, how to write compelling sales copy in this proposal to get that sponsor interested, to show them the benefits that you have to offer them.

First of all I want you write the proposal in the third person. Avoid words like I, me, we, our, etc, because you should be writing as a journalist covering the story of your property. If you use words like *I founded this property because I saw the need for* it just looks like too small. And sponsors get very nervous when they're dealing with a one person operation.

So in business you always want to seem a little bit bigger than you are, you want to establish credibility, and writing in the third person will do that. And remember your entity is going to be referred to as the property whether you have an event, a charity a book tour, a show. I deal with a lot of radio hosts because now with the proliferation of internet radio there's a whole lot of radio hosts and they want to get their show sponsored. Your non-profit information, your product line, your speaking tour, etc, whatever you're doing is going to be referred to as a property.

**The Cover Page.** On the cover page you had to think of a tagline that connotes and communicates the major benefit to the sponsor connecting their brands to Urban Youth, to families, to Baby Boomers, to teens to tweens, etc, all these groups with purchasing power. You'll notice that in the sponsor proposal template in certain places you'll be asked to insert a logo or a photo or a graphic. So I'm going to tell you how to do that and insert graphics into the Microsoft Word file. What you'll do is go to your graphic source right click that graphic source and it'll say "Save Image As" and give the image a name. Or if that graphic source is on a file Adobe Illustrator Photoshop etc., you will give the image a name. And remember where you put it either on your hard drive or on your laptop computer.

Then you will open up this sponsor proposal template where you want to put that image you will go to Insert and then Picture and then file, you'll browse and find

the file; some people find it easy to put it on the desktop. You'll choose that file and then you click Insert. What I like to do after inserting it is go to Format and then Format Picture. There is a Layout tab and under the Layout tab I like to choose either Type or Square because that way then you can move that image around freely in the document. The image is not stationary in one place and it's just easier to work with and you can size the image. If you want to keep the proportions when you're sizing the image just hold down the shift key. I want you to use logos and graphics and visuals whenever you can for a professional look.

And for stock photos there is a great Web site to go to its [www.masterfile.com](http://www.masterfile.com), that's [www.masterfile.com](http://www.masterfile.com). I have an art and design background. I am an extremely visual person. Over 70% of people classify themselves as visual. So if you have text latent proposals it's not as good as a proposal with really compelling graphics. When you put a photograph always put a caption under that photograph. You read a story whether in a newspaper, internet, magazine, you read the headline, you go down to the photo and then you go down to the photo caption and decide if you want to read the body copy to that particular story. So I want you to put a lot of great graphics. And no matter what your target demographic is, let's say its teenagers, you can go to a site like [www.masterfile.com](http://www.masterfile.com) type in Teenagers and you'll get some great photographs to use in your sponsor proposal. And it just makes it look so much more professional, so much more credible.

You're going to see the Splash Page. Let me talk about this because we are going to leave this page for last but it's a good page to have in your sponsor proposal. This is also known as the Proposal Brief because sometimes a perspective sponsor wants just a one sheet. So this is going to be your most compelling benefits on this particular Splash Page. And what you're going to do is you're going to write the whole proposal then you're going to go back and say "Oh that goes in the Splash Page because that's compelling." This goes in the Sponsor Page because that's a great benefit and I know the sponsor will really be interested in that benefit. So you're going to put just the most compelling benefits on that Splash Page.

After the Splash Page comes the Table of Contents. What I would do is just skip over the Table of Contents for now and then come back to it. But I would leave it because it is really nice to have a Table of Contents in your sponsor proposal. It gives it a nice border and a nice structure. After you're done writing your proposal come back here, right click on any page number in the Table of Contents. There it

will say Update Field. Click that and then you'll get a choice there will be two radio buttons that say Update Page or Update Entire Table. Choose the radio button that says Update Entire Table, click Okay and whoa it is magic. The whole thing will update with the proper headings and the corresponding page numbers. And that is a wonderful feature of this sponsor proposal template that the Table of Contents will update whenever you want it to.

Goals for Sponsors. I like to put the goals succinctly in the box for easy reading. You can see that there is a textbox in the sample proposal and everything in the proposal should support these goals. Remember this is the sponsor's goals and not your goals. So put that in a textbox and put it up front and center in that sponsor proposal. And this communicates something on an underlying level to that particular sponsor. This communicates to that sponsor that "Hey you get it." It is about them it is about that company, that brand, and fulfilling their goals and their visions and giving them a whole lot of benefits. And they know that if you're putting the goals Number 1 in your proposal or upfront after that story that boy they want to work with you because they see that you are savvy and you know how this particular game is played.

I want to talk now about that story because this is proprietary, this is sort of a unique way that I teach clients to write a sponsorship proposal. Very effective, a lot of my clients have been very successful using this technique because it's going to put you head and shoulders above your competition. Most sponsor proposals are written by people who have the mindset of, well I am writing to big corporations, I'm going to make the document dry, feel it with facts, figures, statistic, and I'm going to go for credibility. Well you're going to go for credibility but you're also going to go for humanity. You're going to make that connection with the reader and this is written more as a novel or as a narrative than as a business document.

And what I want to do is I want to read the story in my sponsor proposal just to illustrate you when it's read the power of this kind of a story. Try to remember when you heard a great speaker. Sometimes you don't remember all the points that that speaker was trying to make in their PowerPoint presentation but you'll remember the stories that that speaker told. That is why the *"Chicken Soup for the Soul"* books are so popular. They sell entire countries. Korea the Number 1 book is *"Chicken Soup for the Soul"* because they tell a story and people love stories, they get hooked in stories and they remember stories. So here's my story.

*"The crowd stood and cheered loudly as she approached the stage arrived at the podium and received a hug. Tears flow as she realized what an impact this event would have on her. She thanked the woman who made it possible."*

Now the story stops there in the bold print you have to read on. This is a cliff hanger you have to see what we're talking about and what happens next. Here's the rest of the story.

*"Oscar presentation for best actress? No just a simple honoring of a local high school student Catherine Stultz who attended the Women's Small Business Expo. The things Catherine learned from the women business owner she met and the confidence she had gained in those few hours were far more important to her than any televised award show could be. I left the Women's Small Business Expo with this tremendous feeling that I could change the world."*

Now that is a cool story and that is compelling and there's a human quality to that story. Everybody can relate to that particular story. And that's what I want you to do. It could be your story, it could be the story of a life that you've changed by doing the work that you do, or it could be a celebrity story, it could be a story of somebody that you know, but just started with a story whenever you can and this works especially well with non-profit charities. You can have a beautiful story with a non-profit charity because you're doing good for the world; you're helping people that are less fortunate in your business. I'm sure you have had stories of how you changed a person, how you changed their business, how you made their lives better, for people who are radio hosts, event planners, write books; everybody has stories. So think of your best story and put it here.

The mission statement could either come up front in the proposal or sometimes I have clients put it further back in the proposal because the meat of the proposal are the Sponsor Benefits. And as I've said already you have to go to make this document benefit rich. You got to list all the advertising opportunities for that sponsor, how they're going to connect and engage with a certain target market that you are going to deliver to them, and you're going to be as specific as possible. Avoid general statements and promised deliverables.

Here's some things in the sponsor proposal that are going to have little value to sponsors. So if you find yourself using this particular language I want you to step it up and promise deliverables.

- Logo on Banners
- Press Releases
- Promotional Materials
- Onsite Booth

This does not pass the So What Test. What's going to be in the mind of your perspective sponsor when they read this kind of statement is, well who's going to see my logo? What other logos are going to be there? Is there going to be clutter and I'm going to talk for a minute about clutter. The classic clutter scenario is NASCAR. There are logos everywhere. Let's just take that driver, okay, on his hat, on his sunglasses, on his suit, on his gloves, on the car, on the tires, everywhere, every square inch is a logo at NASCAR and NASCAR is one of the only properties that gets away with this. You as a smaller property as NASCAR cannot get away with clutter and sponsors really don't want to be in a situation where there's so much clutter the people are not even going to key in on their brand and that they sponsor that particular property.

Here's another thing that may have little value to sponsors. If it says "Event will endeavor to publicize the sponsor's involvement." And here's the question, what does this mean? Who will it be publicized to? What are their buying habits? Where will it be publicized? So when you say you're going to publicize the sponsors involvement talk about some specifics, some deliverables. How are you going to publicize it? What's your PR campaign? Is it newspapers, is it magazine, is it new media including the internet? Is it radio, is it broadcast media? Who is the target market?

Here's another one, Positive Public Awareness. Well what does that mean? I have no idea what that means that is just so vague and so generic that you've got to be more specific about how they are going to glean positive public awareness from your property.

And the last one I love this one because I see it so much when clients come to me and then I kind of slap them around a little bit and I get them to clean this up and

make it more specific and make it actually mean something. A sponsor will get media exposure. Don't you just love that? Well after taking this course you're really not going to write like that anymore because you'll probably be thinking, what would Linda think? Would she want me to write that way? And the answer is of course no. Be specific what media? What's the circulation? Who are the viewers? Who are the listeners? And what are their demographics?

The ultimate marketing plan. Now this really trips up a whole lot of people but it's great because it forces you to think about your marketing plan, and whatever you're doing you should have a plan on how you're going to get the word out. So if you don't have a marketing plan hey baby here's your chance to write one and put it here, but make it brief and you're going to describe everything that you'll use to get the word out, including both the traditional and the non-traditional media, you're going to include the short and the long range plans. And remember that is particularly important if you're new or if you're a first time property or event because if you talk about the long range plans it gives the sponsors a level of comfort if you're just starting out.

Cause Related Marketing Opportunity. You're going to tell the sponsor how they have an opportunity to create an image of doing good for the community. How they're going to be known as a good corporate citizen through attaching their brand with your property.

Strategic Alliances. Also very, very important because with strategic alliances you can broaden your reach and add value to your sponsor. So you're going to describe the association partners and the alliances here. And here's another thing that's really important if you're new because if you're new you don't have a following yet, you don't have a database or a fan base, but you can partner with an established company, an association, a charity, etc or media that does have a fan base, does have an association base, does have people who follow what that particular business does.

So now we're going to go to the Advisory Board and Management Team. You're going to describe the influential people on your Board and your staff along with their accomplishments, if you have a photo and a short bio that's great. And this is your inner circle this could be family, this could be friends, this could be business colleagues. It doesn't even have to be people that you know that well. You can ask

somebody who's an acquaintance or know somebody that you know to be on your advisory board. And most people will be absolutely flattered that you asked them and they will say sure.

The first thing they are going to ask you though is what is the time commitment because we are all so busy today that people really don't want to get into being on a board if there's a whole lot of commitment as far as their time. And what I tell people is that we meet by phone once per quarter for about an hour. So that's really four hours a year one hour per quarter, most people can handle that. And I tell them if they can't make those meetings I'm going to record it and then they can just check it out anytime. So there is very minimum time involvement. And you can meet once per quarter, you can meet once a month, once a week, once every six months, once a year, it's really up to you.

I'm also asked, what's a good number of people to have on your advisory board? And I would say probably up to 30 people is a good number of people. And there's probably not room to list all 30 people here so I would pick and choose and list the people as far as their name recognition, their power of influence and their bio and just list a few of the stellar members of your advisory board. The charitable partner you're going to talk about your chosen charity. If you can put the logo here you could get their logo usually from their internet site and put it here. That looks a whole lot better when you got the logo and you tell about this particular charity. Also mention if it is a 501(c)3 non-profit entity and they may be able to get the tax benefits present and past sponsors.

You want to let the sponsor know that they are in good company. You want to include the logos if possible because this gives the proposal a professional look it adds credibility and remember that sponsors want to associate with other leading edge companies and brands. Now you're probably thinking, well I don't have any sponsors yet, that may be the case for you. Then just leave this blank or get some media and get some association sponsors on board, which is relatively easy to do, and put those organizations here in present and past sponsors.

The Testimonials. Put as many testimonials as you can. Once again I'm very visual, I want you to add photos and use them with the testimonials. And there's a couple of ways to do this. You can put the testimonials in one section, but I prefer to pepper them throughout the proposal to make sure they are read and it actually

creates interest if you have a section and then have a testimonial. That way I think it's a little more interesting because if they're in one section it's easy to skip over that section. And you may have some great testimonials that need to be read by a perspective sponsor.

Now this is the hardest part of the sponsor proposal and it's what really freezes and scares everybody in their boots. I don't care if you're big, I don't care if you're small, I don't care if you're new, I don't care if you're an experienced business person there's the fight or flight response. We're all familiar with that but now they're saying that there are three responses fight, flight or freeze and so many of my clients freeze when they come to this particular section of the year round multi benefit packages. What I do is I have them put it in a grid and just know that you've come this far so I don't want you to be afraid and turn back and just leave this part blank because this I know is the hardest part of the proposal. Pricing is very, very difficult because it's different for each property.

So here's what I want you to do just to get you started and have you fill in some numbers there. Take out that fear. Your first level is \$10,000, your second level \$25,000, third level \$50,000 and the top level is \$100,000. Now we've come to the year round multi benefit packages. You've come this far I want you to fill in this section. And I know it's difficult because you probably have no idea how to price the different levels of sponsorship and your sponsorship fees or rates fees are different with each property. Remember to have \$10,000 dollars as the minimum I don't want to see anything less than that, and if you feel like you don't have \$10,000 dollars worth of value at this point call me, talk to me and we'll try to figure out what's going on there, how we can add more value to your particular package.

So you've laid down a great foundation with your story, with your benefits, with the meat of the proposal so don't turn back on me now start filling out your multi benefit packages. And first just fill in the levels as far as the numbers. You could do \$10,000, \$25,000, \$50,000 and \$100,000 you may want to start higher than that according to your property. That's perfectly fine but I find a lot of my clients start with those particular four levels. Call the sponsorship fee an investment and remember not to sell yourself short. Instead of reducing your prices get creative and add more benefits and try to think outside the box here. Try not to call the different levels of sponsorship things like bronze, silver, gold, etc just because

that's what you've heard and that is what you're familiar with. I want you to get creative.

You'll see that in the sample proposal there's something called the Trailblazer Sponsor because think of this a company would want to think of themselves as a trailblazer so they would be happy and proud to be a trailblazer sponsor. Habitat for Humanity has the golden hammer, silver hammer, master carpenter. Because also they've done bronze, they've done silver; they've done gold for other properties, so there's a basis of comparison there. So in negotiating this puts you at a weaker point because they could say to you "Well we're the silver level sponsors for this property and here's what they gave us, can you give us this too?" But if you call your levels names that are specific to your property and are creative and are acute and are good names you'll be a lot further along in the negotiating.

I'm going to talk about some assets and some related benefits because you may be thinking well what benefits can I give to a sponsor? So here's a couple.

Displaying company logos and marks the benefit of that is promotional rights, your demographic the benefit is access and sales opportunities.

Publications and marketing materials is the asset the benefit is recognition. Signage is the asset the benefit is exposure. So try not to talk about the asset or the feature, try to talk about the benefit that it creates. The web page the benefit is extended reach.

Trade show, tabletop, the benefit is a relationship marketing opportunity. The speaking opportunity is the asset and then the benefit is the chance to promote new products, reinforce the brand, establish good will, etc.

VIP opportunities and hospitalities, the benefits are incentives for clients and employees. And hospitality is really big in the sponsor world and the great thing about hospitality is it really doesn't cost that much. If you get them in as a VIP it doesn't really have a whole lot of hard cost to you. Maybe if you put them up at a hotel or feed them there's some hard cost to that.

Broadcast Media, of course the benefit there is visibility.

The email campaign the benefit is direct links to the company Web site.

Public Relations the benefit is enhance the corporate image with shareholders and the public. Remember that public corporations have to answer to employees and to shareholders. They're always thinking about that.

Exclusivity the guarantee of no competitors as co-sponsors.

Award presentations the benefit is cause related marketing and media.

And other sponsors and partners the benefits is the added value and the cross promotions.

So the last thing that you are going to put in this sponsor proposal is the call to action. Whatever you decided is your main benefit. You're going to restate that main benefit after this page with the different sponsorship levels, the different investments, and the different benefits tied to each of those sponsor levels. And it's going to be a strong call to action it won't just be a phone number in a small font. It should be **CALL NOW** and your phone number in a large font. Your main benefit may be connect your brand to Baby Boomers with tremendous purchasing power, restate that, always restate your main benefit at the end.

It's kind of what I call a kiss because you start the proposal with that main benefit, let's say it's connecting your brand to Baby Boomers, you will describe the property, you'll tell about all the benefits that you can give, and then you'll end with that main compelling benefit. Connect your brand to Baby Boomers with tremendous purchasing power, **CALL NOW**, the phone number. And I would say to stress making the phone call as that call to action rather than going to the Web site because if they call they will get a human being and the human being can close a sell a whole lot better than a Web site can. They're going to checkout your Web site anyway but I think you should tell them because they need a directive. All good advertising and sells has a directive. What do you want that prospect to do? So you're giving them a directive you're giving them guidance and telling them not to do the Web site but to call you.

The format and the layout of the sponsor proposal give it a nice clean professional look. So give your contact information on the footer of each page or each two-page spread. And if you don't know what a two-page spread is imagine a book and the book is open and you see the two pages. So once on that two-page spread give your contact information. Also if it gets separated any of the pages they have your

information the sponsor knows how to contact you. Don't email a PowerPoint presentation they might not be able to open it. If you have a PowerPoint presentation change it to a PDF document but PowerPoint presentations are not that effective as sponsor proposals. So if you do have a PowerPoint presentation just put it in this form of the proposal template and you'll be a whole lot more successful with your responses.

## SENDING YOUR PROPOSAL TO SPONSORS

**S**o now you're finished with your sponsor proposal. All right! Now you've got to send it to your perspective sponsors. So how are you going to do that? Most of the time now since we are in the digital age it is going to be sent electronically as an email attachment to your perspective sponsor.

So what you're going to do is you're going to take the sponsor proposal, which was created in a Microsoft Word format and convert it to a PDF document. Go to [www.adobe.com](http://www.adobe.com) and purchase the converter that converts Word documents into PDFs. And there's a couple of reasons for this. First of all the PDF is the more professional looking document. Secondly it shrinks your file, the Microsoft Word, if you're putting in all those images and graphics that I want you to put in there becomes very, very large, and sometimes does not transmit well through email.

Saving it as an Adobe PDF document shrinks the file size so it's a lot more manageable to transmit on the internet. If you're really savvy and know how to do web design you can put the proposal on a page on your Web site and then just have the sponsor click a link. Because now sometimes people are a little bit suspicious about attachments with all the viruses going around. So if you are savvy about the web or know somebody who is savvy about internet and web design you can place that PDF document on your Web site.

The last way to get that proposal to your perspective sponsor is to print out a hard copy. And here's a strategy, if there is a sponsor that you are absolutely foaming at the mouth to get. You want this sponsor so bad you know that they are the perfect fit for your property and for what you do. You can send the proposal to them electronically and then you can print out a hard copy and send it to them either mail, FedEx or UPS and it makes a great impression. Plus if they get hard copy of that proposal I would say to send a few hard copies because usually what your representative or your champion in that company is going to do is if they're interested they're going to show it to other people on their team.

So print out a few copies, I would say maybe three, if you're going to send it and put it in the mail or the UPS or FedEx to that particular sponsor. Here's how you're going to format the hard copy of the proposal. You're going to print it on the best bright white paper you can find with heavy stock. If possible you're going to print the front and the back of each page. Now this is best if you have an even number of pages. So if you have six pages great, five pages not as good. That's why in the proposal template I put the back page on there and it says Optional. And on that back page you can just you can just put your logo down on the bottom and it's really nice when you print out the hard copy.

When you print out the hard copy on bright light heavy stock paper then you will take it to a place like Kinkos or the local copy shop and tell them to comb bind it. That's Comb Bind, C-O-M-B Bind. That puts a spiral on the edge and puts a nice backing on your proposal and a nice acetate overlay. It makes it look really professional. You may even want to buy your own binding machine, which I have, and that's sold in office supply retail stores very inexpensive if you're going to be doing a lot of binding.

Pay attention to the details. Have somebody proofread your proposal for typos and grammatical mistakes because after a while you are going to be so close to this proposal you're going to have read it, re-read it, edited it quite a few times before you've produced a final copy that you may not see all the typos or the grammatical mistakes. So have somebody else look at it with a fresh eye. You can also go to a store if there's a store in your area called Kelly Paper and they have a lot of papers and you can try out some of the papers in your home printer just to make sure you get a real nice quality paper that feeds well in your printer and that has a real beautiful result.

If you're printing a hard copy of your proposal to send to a perspective sponsor choose the best print quality possible. Usually if you're printing a document there's a few different choices under properties. There's fast, there's draft and then there is best quality. So choose the best quality it'll look so much better, it'll look so much more credible, so much more professional, and it'll be something that you're truly proud of and that is really what I'm after here. I want you to be so proud of all of

your materials that you can't wait to send them to a perspective sponsor; you can't wait to hear what they thought of your proposal.

And lastly I'm just going to reiterate if you're sending a hard copy of the sponsor proposal send at least two copies, probably three is a good number. And if you want you can even call ahead and find out how many people are in that apartment and how many you should send. And then you are you good to go.

## PITCH LETTER

**T**he Pitch Letter is extremely important and is the second most important document after that sponsor proposal because here is the scenario, you're going to start calling companies and you'll get somebody at a company, a perspective sponsor who seems interested and they're going to say "Great, I really like what you're telling me, I like your property, send me some information." When they say send me some information that means send me your proposal and your Pitch Letter.

The pitch letter has to be compelling. It has to be brief, it has to be brilliant, and it has to be absolutely captivating because that pitch letter is read in its entirety. Usually now the pitch letter is a cover email and as we know with email it's easy to forward. So they're going to forward it to other people on their team. As you know you're going to have an initial contact and/or a champion in a company that's going to be your perspective sponsor and then they have to consult with other people on their team. They may have to consult with a boss or somebody that's above them as far as the rank in that company. They may also have to consult with accounting, the accounting department that's going to cut that check.

So the pitch letter has to summarize the benefits, has to be clean, has to be brief, has to be brilliant and has to be absolutely captivating. So here is the format for doing the pitch letter. And it is enclosed in your documents. If it is an actual hard copy pitch letter put your letterhead on top and the contact information on the bottom of each page in case the pages get separated. You're going to personalize it for that person and that company. No form letters here. You're going to take this document and completely personalize it for that particular company and that person.

So in your first paragraph you're basically going to summarize your property, what it's all about and some of the compelling benefits. You're going to state that you're looking for sponsors and partners tell them what you want. I have read so many letters and I get down to the bottom of that letter and I say "Well this is beautiful but what do they want? What are they asking me for?" Because a lot of letters

waxes rhapsodic about the wonderful life changing work that you do or that your company does. And that's just great and I love to hear that and you're comfortable talking about that but most people, and especially the women who are listening to me, and I know this from experience, don't come out and ask for what they want. They sort of hint around and hope somebody gets it. Well that is not going to work in this particular business relationship. You are going to have to start out asking for what you want and asking for it clearly and succinctly.

After you've asked for what you want you're going to go into the benefits, the opportunities of your offering. And this is a good as a bulletin list because it's very easy to read if you bullet all of the benefits in your particular program. Also if you have a charitable partner, tell the sponsor about that charitable partner. I also have a Quick Facts Section which lists other sponsors diversity because remember I said if your property deals with diversity at all please highlight that. So it's also highlighted in the pitch letter or cover email as well as the body of the proposal.

And then you're going to put anything else that is relevant to your property that you think is what I call a juicy benefit that they have to know that's going to help them move closer to a resounding yes for you. You can also add some testimonials in your pitch letter because it's always better when somebody else sings your praise. When you have brand cheerleaders out there that'll tell people how wonderful you are and how they have to work with you. It's an absolute no brainer they've got to just throw some money your way.

The last paragraph restates your benefits and tells them about the next step, whether its setting another phone appointment, an in-person appointment, getting some more collateral materials to them, whatever the next step is it states that. What I like to do is when I have them on the phone, even before I send the pitch letter and the proposal, is I say "Okay, I'll send it to you but when can you talk next week?" And I make a time and a date. And remember you may be on different time zones so confirm what the time is in your time zone. I'm in Pacific so if I'm making an appointment to talk with somebody by phone on the east coast I have to be very clear that it may be 8:00 in the morning my time but 11:00 am their time, and I always do it to their time zone.

So before I even send them the proposal I've gotten a follow-up appointment to talk to them. I don't call them after I've sent that proposal I call them when I'm talking to them before I've sent them that proposal. So here in the last paragraph you're going to restate your benefits and you're going to tell them about the next steps. Say I look forward to talking with you next Tuesday at 11:00 a.m. Eastern Time. I make it that clear so there is no chance for misunderstandings. I also absolutely love this verbiage in the letter so much that I'm going to read it to you now.

*We're looking for a long term relationship and have many creative ideas that will help make a partnership with your company a success. Please feel free to look over the information and call me when you receive this. I look forward to talking with you next Tuesday at 11:00 a.m. Eastern Time.*

*Sincerely yours,*

*Linda Hollander.*

*P.S. Please feel free to forward this anyone who might be interested.*

You always add the P.S. I don't care if it's a hard copy letter or if it's an email, and especially if it is an email you add that P.S. because people are busy and they need guidance. Of course they know they can forward it but they may have forgotten or had something else on their mind and you're telling them, oh you can forward this. So then it encourages forwarding and forwarding to another person in that company creates a buzz about you and about your property, and that's a wonderful, wonderful way to start a relationship.

Here's a strategy. If you are absolutely foaming at the mouth and you want this particular perspective sponsor so bad and you know that it is a perfect match, that you can benefit them and provide them with quality and value. What you're going to do is you're going to email them the pitch letter, which is the cover email, and the sponsor proposal. You're going to get their address and you're also going to send them a hard copy and a few hard copies of that proposal and the pitch letter.

This is great because if they have an actual hard copy of your proposal and of that pitch letter they can hand it to other colleagues in their company. So I would send probably three proposals if you're going to send a hard copy letter. And remember you could either send it by letter, you could send it by FedEx or you could send it by UPS. And I like to do either FedEx or UPS because it comes at a different time than the mail and they kind of get there in 10:00 or up at a company. If something comes FedEx or comes UPS because it seems a little bit more important if somebody took the time to send it in that manner.

Also a lumpy envelope is really, really good. If you put a little chotzkies in there that makes it lumpy there's more chance that it will get opened, but you got to watch it because some companies have a policy about gifts. Some of them don't accept gifts and nowadays with security concerns and the mail that may work against you. So I'm just cautioning you. It used to be a great technique to send a lumpy envelope with a little something in it for that particular person to keep. I have a shopping cart magnet which is a lapel size shopping cart magnet. I wear it on my lapel when I go out into the world and you can put it on your refrigerator. And my little shopping cart magnet is smaller than a business but it does make for a nice lumpy envelope. So I have used that technique before.

And even if they don't accept gifts they'll accept a little shopping cart magnet because it doesn't even qualify as a gift it's just cute. And they remember me and a lot of men that I deal in companies say "Oh I gave it to my wife and oh my God it's on our refrigerator." Hey, what better could I ask that it's on their refrigerator in their home?

## TELEPHONE SCRIPTS

**Y**ou have three telephone scripts. One is for corporate sponsors, one is for media partners and one is for voicemail. We are living in a time in our business climate today where you are likely going to leave a lot of voicemails. And remember at the start of this program I told you that I don't give vague theories. I give you the way it is in business out there and that is the only way that I know how to teach.

I was a big fan of the show Seinfeld and one of my favorite episodes in Seinfeld was when the character George, the guy with the glasses, he left some really inane message on this woman's voicemail. It started out where he was nice and he was casual and he was fun and he was breezy. And she didn't call him back so the voicemails got increasingly angry and the last one was really angry. And he really liked this woman and found out that she was away, she was out-of-town and couldn't get to her voicemail.

So he figured out some kind of a way where he could come over and take the tape out of her machine before because he was just so mortified at the voicemail that he left for her. And this was when people had answering machines with physical tapes. Now it's all done electronically on the phone and you can't do that because haven't we all had that experience where we left a voicemail and said "Oh my God I can't believe I said that and now it's recorded in perpetuity."

So you're going to practice your voicemail, you're going to have a script for your voicemail, and the voicemail is going to sound professional and it's going to sound compelling and you're going to lead with your benefits and my clients and students have a much higher call return rate than most people because I teach them to leave a voicemail in a certain way.

So let's first go over the corporate sponsor telephone script. Remember you're going to ask for the Marketing Department, and I've listed some other departments that you could ask for, Public Relations, Media Relations, Public Affairs, Local

Marketing, Brand Management, Supplier Diversity or Sales. You say "Hi I'm from", and then you state what your property is. Always ask if it's a good time to talk. Now this is if you get a live human being on the phone. You may say we're contacting, you could say we're contacting or we're interviewing some potential corporate sponsors and partners for your property. Remember to state the date and the location if it's an event. Ask if they're the appropriate person. Say "Are you the appropriate sponsorships?" If not have them connect you with that person, don't waste your time with the wrong person who really can't make anything happen for you.

Here's some good questions to ask once you get that key influencer on the phone. Do you want to make your brand more friendly too, and then state your demographic? Remember one of the main assets that you have to offer is your demographic. So you could say "Do you want to make your brand more friendly to women, more friendly to teenagers, more friendly to Baby Boomers, etc?" Have you sponsored similar properties or events before, if they have good to know? Make note of what they've sponsored and what their feelings about those properties are. If they felt it was a good experience that they feel that they got a good rate of return on that other property. And make notes of how your properties are similar and how your properties are different than what they've sponsored before.

Remember you're on a fact finding mission so we're going to ask these questions to draw out the information that we want. Do you do cause related marketing? This applies if you have a charity or if you have a charitable partner, if you are a for profit business with a charitable counterpart. Are you looking for opportunities to generate more revenue? Well of course they're going to say yes but in sales you know that you want your prospect to say yes because the more times they say yes the more likely you are to get that final yes in the end. Then you're going to tell this perspective sponsor briefly, briefly should be underlined about the most compelling benefits and assets of your property. If a portion of your proceeds go to a charity remember to say that. Remember to be brief and to be brilliant.

Then you're going to say "I have a brief proposal. Can I email it and call you right back?" Now let me tell you this worked at one time because you've got them you know they're in their office. A lot of times in the past maybe a few years ago I

would say "Can I email it to you and call your right back?" And they would say "Okay." Nowadays people want some time to look over your proposal. So you may want to say "Well can I email it to you and then make an appointment to talk to you next week?" And confirm the time and confirm the date with them a couple of times. And remember if you're on different time zones you're going to have to make allowances for that. Then you're going to ask their email and their fax number you may want to also fax it to them and the address so you could send them the information if you want to also follow-up with a hard copy. Then you're going to thank them, go over the next steps, remember never hang up the phone without next steps, and graciously say good-bye.

It's pretty much the same for your media partners the telephone script, except you're going to ask for different departments. It's basically the same telephone script for media partners except you're going to ask for different departments. If it's broadcast media you're going to ask for Media Relations, Marketing, General Manager, and Sales Manager. If it's a print publication you're going to ask for the Publisher. And then you're going to go into basically the same script. Now this is if you get a life human being.

Here we're going to come to what everybody loves to hate and that is voicemail. Uh don't you hate voicemail? Well we're going to have to deal with voicemail. We can't be a big shot and say "Well I refuse to leave voicemail because a lot of my sponsors that I've gotten and a lot of the sponsors that my clients have procured have been direct results of leaving a great voicemail. So here's how you're going to do the voicemail.

Say "Hi, this is Sue Smith calling from", and then you give the name of the property. You're going to say "Our corporate offices are in" and name the closest city and state to where you're located. My offices are in Marina Del Rey, California but I'm close to Los Angeles. So I say "Our corporate offices are in Los Angeles, California and the phone number is", and say the phone number with the appropriate pauses. And you're going to speak slowly and you're going to speak a little bit more deliberately than you would in conversation. There are pauses for a reason. My phone number is 310 337 1430. Do you see how I place the pauses in the appropriate parts of that telephone number? We are calling potential sponsors

for, talk about your property. You could give your tagline, the location, and the date, and you could list the major benefit of your property. You could connect your brand and strong demographic of, and now you've briefly described the most compelling benefit of your property.

If you want an example of how I've done these calls I'll give it to you. I would say *"Hi, this is Linda Hollander calling from Wealthy Bag Lady and Women's Small Business Expo and our corporate offices are in Los Angeles, California. Here is our phone number. I'm calling potential sponsors for the Wealthy Bag Lady Brand and the Women's Small Business Expo which is taking place this November in Los Angeles, California.*

*We could connect your brand and the strong demographic of women business owners who have tremendous consumer needs and purchasing power. And right now women are starting businesses at twice the rate of men. Most importantly women make their influence over 80% of the purchasing decisions in America. So please give our office a call. Once again our phone number is and here's the Web site. And we have some quick facts and we can send you all the information when we talk to you. Thank you so much I look forward to talking with you soon. Bye-bye."*

Now you'll notice that I gave them the Web site on that voicemail. You may or may not want to give them your Web site because sometimes if you give them the Web site they go to the Web site and then that perspective sponsor says "Well I kind of have learned everything I need to know from the Web site so there's nothing more for you to talk about. If you feel like your Web site gives some information but not the whole story and pulls that sponsor in and creates interest without answering all their questions and telling the whole story then you can give your Web site on that particular voicemail.

Another great technique, and I got this from Eleanor Stutz who is an author was a speaker at one of my conferences on Sales Techniques, she wrote *"Nice Girls Do Get the Sale"* is to follow-up your voicemail with a quick email. When you send

them that quick email just let them know that you left them a voicemail say "If you'd like to follow-up I have Tuesday morning at 9:00 available. Here's my phone number. Please reply and let me know if that would be a good time for you." That is a great closing technique to at least get that first initial call started and get that relationship started.

And what they're going to do is a few things, they're either going to ignore that email, they're going to reply and say "You know what Tuesday at 9:00 isn't good but can we talk Tuesday afternoon instead", and they'll give you a time. And then at least you have a firm next appointment so you have a next step to keep this process going you're not stopped in the maybe stage. And the best possible scenario is that they will reply and say "Yes, Tuesday at 9:00 works for me let's talk. Here's my phone number." So I love that technique and it has really worked well for me, it's helped me close a whole lot of deals .

## NEGOTIATING AND SALES SKILLS

I'm going to go over some basic sales and negotiating skills and a lot of these apply to when you get that appointment with your perspective sponsor either by telephone or in person, and if possible please do your negotiating in person. And on your first meeting you are on a fact finding mission. I know a lot of us have taken sales training and we've been taught to go for the close on the first meeting and not do a call back, but it really doesn't work that way in sponsorship sales.

Like I said, this is a relationship business and you have to form a relationship. So on that first meeting listen more than you talk. You have to find out what the sponsor wants because some sponsors don't want people to know who they are, some sponsors want their logo and name everywhere. So you have to listen to the concerns of that sponsor, make sure that they know that they can trust you with your brand. I have FedEx as a sponsor and I was going to offer them a booth as one of their sponsor benefits. But they said to me "Well we're a 50-year-old brand, we are a household name there is not much value to us in setting up a booth."

People come to the booth they think they know all about Federal Express, they take one of the little chotzkies, one of the promotional items and then they leave. So we really don't get that much return on investment from setting up a booth or having a banner because everybody knows FedEx. But what they don't know is that FedEx offers a whole lot of affordable services. FedEx is perceived as the white glove executive level expensive carrier, and they're really not, they have a lot of services that are as affordable as or more affordable than their competition. So what they wanted from me was a speaking opportunity to let the women entrepreneurs know that, that FedEx can be affordable, wants to work with a small business owner, and wants to work with the home business operator.

So if I had gone in and not listened to what they wanted I would not have done that particular deal. Also you have to listen because if you listen they know you care. If you go right into your presentation they're going to think that you are not bothering to learn about them, to learn about their company, so you have to listen to that

sponsor because then they will perceive that there is a certain level of caring and you're going to have that level of integrity and caring when you work with their brand. Before you meet with that particular sponsor go to their Web site, do the research, find out who the key players in the company are, find out what language they use to try to sell their product or service, find out what's new, what they're offering, what kind of new things are on the horizon for that company.

We're going to see what's important to that company when you go to their Web site. You are going to see the key players in the company also on that Web site. I know somebody and when he hires he asks that perspective job candidate certain questions to see if they looked over his Web site before coming in for the job interview. And if he sees that they have not even bothered to take three minutes and go to that particular Web site that is his company he doesn't want them on his team because he thinks that they're not a self-starter, they're not motivated enough to really do what it takes to be on his staff.

Here's some basic sales and negotiating skills. Telephone sales skills are absolutely critical and if your sales skills are weak you'll need to take a course or you'll need to hire somebody who's going to do the phone solicitation for you in getting corporate sponsors. Remember most sponsor deals, 65% or over, are done by cold calling on the phone and creating a relationship. That's how most of the deals are cultivated in the sponsor game. Remember that the proposal should tell the perspective sponsor just enough about your property to get a phone or an in person meeting.

There's a fine line here with this sponsor proposal and it's more of an art than a science because you want to tempt and tease that perspective sponsor, just tell them enough information but don't tell them the whole story because if the whole story is there then why do you need to meet with them? There's always got to be something extra that you need to tell them on the phone or when you're meeting them. When you're negotiating, try to meet with the sponsor in person rather than a phone call. If the sponsorship fees are large enough you may want to fly in to close the deal with a perspective sponsor. You can talk for an hour person-to-person. If you have face time with a prospect and it really doesn't seem like a long time, but

talking for an hour on the phone is a really long conversation. Usually it doesn't even happen in businesses it usually happens with personal friendships.

So it's so much better to do your negotiating in person. You could read that person's body language, they can read yours. You get that initial gut feeling about whether you can trust that person, the integrity, the character of that person. If you want to work with that person you can see that person surrounding their office, their staff, and get a great feel for what goes on with that particular company. Remember that in sales No usually means Not Yet, No could mean I need more information or a No could mean you haven't listened and responded to my needs. So remember that No doesn't always mean No. Sometimes you can come back and say "Well, if I change this particular thing can I come back and represent this proposal to you?" And sometimes they will say "Yes, let's look at it and reexamine it if you change the thing that I did not like."

Offer marketing solutions that are relative to your perspective sponsor and not just information and tell them how you can solve their problems. People don't want information, there's enough free information on the internet, and people are looking for solutions. If you can offer brilliant solutions to solve their issues and their challenges you will get the business. Most people don't do enough follow through after the initial contact. Tenacity is one of the most essential traits in successful sponsorship sales and I have seen clients lose major deals that they were so close to getting because they didn't follow-up. So remember to have a follow-up schedule after the initial meeting.

When you're talking with a sponsor always make a next step before you hang up from that telephone call before you leave that office. If it's an in person meeting say "Okay, well when would you like to meet again? When would you like to talk again?" And I find it very effective not just to say "Oh well I'll call you next week but to actually schedule that follow-up call." Just have them look at their calendar, have them look at their palm pilot whatever they use for their scheduling, and say "Well do you have two Tuesday at 9:00 available? Please block out some time and we will talk." And then they're expecting your call and you don't play phone tag.

When following up with a sponsor don't say "Did you get my proposal?" Instead I want you to say "I'd like to talk to you about the proposal that I sent over. There's some new developments that I think would benefit you and your company." If you say "Did you get my proposal?" I mean you're kind of like a dork and there's really nothing to say except yes or no. So I want you, remember you're going to hold back a critical piece of information, and say "Here's a new development that I would really like to talk to you about." And that works very well if you're leaving voicemail because if you leave a voicemail that just says "I wanted to know if you got my proposal there's really no reason to call you back they can just send an email and say "Yeah I got it." But you want to continue a dialogue so this helps you continue a dialogue with that particular sponsor.

Remember that a big part of your brand is your integrity. Your word is your bond and you always do what you say. I want you to always be on time or early for your in-person or your phone appointments. If you can't finish something on time call that sponsor, let them know you're working on it and never ever, try to fake an answer to a sponsor's question. If a sponsor asks you a question and you don't know the answer admit that you don't know, tell the sponsor you will get back to them with the information because if they catch you trying to fake it your credibility is blown, it is out the door. And I have gotten a lot of deals because people know that I do what I say. My word is my bond and I am impeccable with my word. If I say I will call you at 2:00 you will set your watch by that. And people like dealing with that because unfortunately in today's business climate there's a lot of flakiness and people don't do what they say.

So if somebody meets a person that has integrity, does what they say, you're going to once again have the edge over your competition. When you meet with a perspective sponsor always have a written contract with you because they may be ready to sign a deal and if they're deciding between two different sponsor packages bring a contract with each package and ask them which one they would like to authorize. Remember not to say sign because people have negative connotations with signing they think they're signing their life away. Ask them to authorize the document. You could be kind of cute to say "Can you give me your autograph?" Always remember they give you a contract you could cross out the clauses and make changes on the spot.

Don't be afraid to ask for the order. If you're turned down just ask why because this is going to give you great feedback for approaching the next sponsor. It's also going to help you in approaching this same sponsor who turned you down because you could say "Well if I changed this one objectionable thing about my offering can I come back and present this proposal to you again?" A lot of times they'll say "Yeah that will be great."

Now this is really important because in the pitch letter it's really important to say what you want. And I've read a whole lot of pitch letters and the pitch letter we're going to go over because it's also very important. When you contact a sponsor if they like what you have they'll say "Great, send me something." Send me something means email them the pitch letter, which is the body copy of your email, and attach the proposal. So the pitch letter which is usually now a cover email it's really important because that has to be compelling and state all the benefits succinctly and briefly and brilliantly because also that email gets forwarded to other people on the team of that particular corporate sponsor.

But I've read so many pitch letters and it waxes rhapsodic about all the good work that that person or that that company is doing and I'm at the bottom of that letter and I say "Well what do they want? Why are they writing to me? What are they asking for?" So please don't be afraid to ask for what you want. I know its risking rejection but by not saying what you want and being so vague you're not going to get what you want either.

Also trade concessions in negotiating, don't just give them away. Whenever you're asked to give a concession in order to close the deal always create what's known as a Quid Pro Quo which means something for something. People may not respect you if you crumble under pressure and remember that if you just give and give they're just going to take and take, so always seek a trade. An example of this is if a sponsor wants to participate in your event but the event is coming up very soon they may say "Well can we cut our fee?" And you can say "Yes, I will cut the fee for this event but I would like a commitment for the full fee for the next event." And this is a beautiful quid pro quo because you're not crumbling under pressure, you're not giving them a discount from now until eternity, we're just giving them a

one-time discount and you're having them make commitment for the whole sponsorship fee or investment on your next event.

## SPONSORSHIP CONTRACT AND AGREEMENT

**T**he Contract. This is a really clean one page agreement that's very non-threatening, not intimidating at all for a sponsor to sign that is absolutely why I love it. But let me preference this by saying that I am not an attorney, I am not giving you accounting, psychological or legal advice here. And please take this agreement to your attorney and have it reviewed before you start using it.

That being said, what you're going to do in this contract is fill in wherever there is parenthesis because you're going to have to personalize this agreement to you and your state where you do business. Remember that if you are doing in person negotiations to bring a contract with you every time you meet with a perspective sponsor even if it is the first meeting. And on the first meeting you're going to have a lot of blanks in this contract and you're going to fill them in by hand if that sponsor wants to make a deal with you at the time. An agreement like this seals the deal and protects you.

So let's go over this agreement because you're going to personalize it for you. You're going to put your company logo or you mark head or your letterhead in the header section or the top of this contract. In the footer or the bottom of this contract you're going to put your contact information, your address, email, Web site and phone number, whatever you think is relevant contact information. The first thing you're going to write is where your office is located, where you do business. You're going to type your city, state and address and the name of your company. Then it says *"This agreement outlines the sponsorship relationship between sponsor and"* and fill in the name of your company.

Sponsor agrees to provide, write the name of your company. And then all you're going to do is list what the sponsor is going to provide just list what you and the sponsor had mutually agreed on. List the amount of the sponsor fee. List if they're going to put you on the Web site, if they're going to put you in collateral materials, if they're going to give you any gifts or any incentives, any products for giveaways, if they're going to provide you with artwork, if they're going to let you use their logos and their marks. Put it all down there it's best to put it in bulleted form. We

want to keep this a one page agreement so if it's a long list of things put it in paragraph form.

Then it says *Sponsor receives the following benefits. And then you're going to list the benefits that you are going to provide that sponsor.* These are the mutually agreed on benefits that you have agreed to verbally. They're going to go in writing here. *It's further understood that the conditions herein are binding on and maybe legal enforced by the parties, their heirs, executives, administrators, successors, and the signs,* that's legalese for the fact that this is a binding contract. *Neither your company or the sponsor is liable for failure to perform under this agreement if this failure is due to acts beyond your control,* and then it list a bunch of things that are beyond your control weather, political stuff and that's just kind of boilerplate. Then it says that *you agree not to disclose any proprietary information which gives the sponsor a level of comfort because they know that if they have trade secrets, anything proprietary it will not be disclosed by you.*

The last paragraph is the arbitration clause because if you've ever gone to court yourself or you probably know somebody who's gone to court it is not a pleasant experience and there are no winners there, it's just an arcane way to resolve disputes. So what you're going to do is you're neutrally agreeing to go to an arbitrator and the arbitrator should be in the state that you do business. That gives you the advantage because if there is any arbitration it happens where you are on your turf and they may even have to fly in to come and arbitrate in your state. So always keep that advantage of having the arbitration be in your state where you do business, and if possible in your county where you do business.

And then you both sign on the dotted line, you agree, and you are both in business. I absolutely love this agreement. I have never had a problem with a sponsor not wanting to sign and authorize this agreement because it's a fair agreement. It's simple, it's one page, it lists clearly what each person is going to do, what the sponsor's going to do, what you are going to do for that particular sponsor, and it's a fair agreement and most of all it protects you. There are clauses in here that protect you and there are clauses that protect the sponsor, so it protects everybody and it's a beautiful agreement.

## CASE STUDY

**N**ow we're going to talk about the case study that I've enclosed for you so please turn to that document. If you're driving I will explain it to you and you can go over and look at the visuals later. This case study is for the New Jersey Association of Women Business Owners and the lady who is putting together their conference was a client of mine and you're probably thinking, well that's a big association and my property is not that big, I'm a speaker, I'm a radio host, I'm a book author, I have a small business, I'm a religious organization or a charity.

And I want you to know that this lady, even though she was with the New Jersey Association of Women Business Owners called NJAWBO, was basically a committee of one. So she put this together pretty much single handedly and I am just so proud of her. Her name is JoAnne and on that first page you can see the conference bag and a media sponsor. One of their media sponsors was Garden State Woman and that is the magazine that is shown there and then you can see the event bag.

Now even if you're a speaker if you have a business, if you're an author you should produce a bag and you could put your name and the sponsor's name on that bag because there's a lot of occasions when a bag is wonderful and it gives that sponsor a billboard effect for their advertising. But when you look at this you'll see that they didn't want to be real loud about their advertising, they wanted to be very subtle and very soft and very low key. So you can see it is a pink bag and the logos are printed in a lighter shade of pink so it's not screaming at you but they thought that it had a nice upscale look and feel to it with this soft low key branding.

You could also see the various premium items that you're use to getting when you go to a tradeshow there are pens, there are clips, there's post-it-notes. The little thing by Verizon there with a bow on it is in keeping with their theme. Their theme was **Recharge and Renew** and with the Verizon there's a spa kit, there's a massaging bar, there's a massaging sponge, and a beautiful scent for a bath gel. So that is enclosed in the bag. The sponsors are on the bottom and they are Verizon.

And the reason Verizon is on a separate line and is a little bit larger is that Verizon was their main sponsor. Other sponsors included Enterprise Rent-a-Car, Aetna Insurance, Novartis which is the pharmaceutical company, the New Jersey Economic Development Authority and PSEG which is a utility and energy company.

And I'm going to talk about these because you'll see that they have some very leading edge trophy corporate sponsors and then they have some utility companies. And really think about your local utility companies because they are very viable as perspective sponsors even though they do have the top tier also here. So Enterprise Rent-a-Car, fabulous. Aetna Insurance, so they have an insurance sponsor. They went for pharmaceuticals even though this is a business tradeshow and a business association. So you can go for pharmaceuticals even if you have a business event or a business type of a property. Now this New Jersey Economic Development Authority that is a statewide agency and you could go for the government agencies. PSEG a great energy and utility company.

So let's turn to the next page because remember that I mentioned that Verizon is their main sponsor and look at this wonderful creative solution to what she did with Verizon. The theme once again of this annual conference was **Recharge and Renew**. So remember Verizon put bath massage gel in there, a little sponge, some spa products in the bag, but they also had a relaxation room that was absolutely wonderful. And you can see or I'll describe it for you that there were candles, there was soft mood lighting in there, they did everything they could to make it a stress free environment and they had chair massages. And if you've ever gotten a chair massage you have really gotten a little piece of Heaven because it just feels so wonderful, even in the middle of a conference, to just go in that room and have your massage.

Now if you put on conferences as I do what you should do is have your sponsors and your speakers as VIPs and they get their massages first because they're really working it. So I would give them VIP tickets to be first in line for the massage, and then the attendees afterwards because of course the attendees deserve their massages but it's just another way to be a good host and really treat that sponsor

like they're royalty, give them a whole lot of VIP and hospitality privileges because hospitality is very big in the sponsor world.

Okay here is a Message Board, you know those message boards where things flash on the screen and then something else flashes, that's what they had for Verizon even though it was this calm serene atmosphere, there was the sounds of Mohawk Mountain playing, there was incense, there was puffy pillows, and you could completely relax and go into another altered state in this room. What was on the screen was all about Verizon. So even though they made this wonderful oasis in the midst of New Jersey and in the midst of a conference at a hotel you still had Verizon playing on the message board.

And then on the outside for the entirety of the conference is your standard tradeshow table and that's what's pictured there with the young lady who will talk to you and tell you about Verizon, give you any kind of collateral material that you desire. Now this was also a special privilege for their top sponsor Verizon because with the Business Expo that was only for half a day. The exhibitors who were not sponsors got to setup their table for a half day on the first day of the conference then they took it down, but Verizon was there the entire time. So they had visibility throughout the whole conference.

Now we come to the Program Book and if you do an event you should print a program book. And remember you can get a print sponsor or you can get a sponsor to underwrite the cost of printing that program book. And you can print in black and white it's absolutely okay to print the whole thing in black and white or you can print a color cover and the inside pages are black and white for the economy of black and white printing. If you are an author, if you are a speaker, you can print out a one sheet handout or a handout that's a few sheets and have your sponsor logos on that handout.

I highly recommend that also for charitable events, also for the religious events. For my radio hosts who are listening to me have something maybe on the Web site a downloadable PDF that your listeners came come to and download for their enjoyment or for more information and solutions from your radio show. And on that leave behind they can have the sponsor logos. So you'll see a couple of ads

here. One of them is from Verizon, and you can see once again that Verizon was the top sponsor so that was a full page ad, the other ads are for Enterprise Rent-a-Car and for a local second tier sponsor called Aaron's Plus.

Now this is what I want you to see. Remember I want you to think of top tier and second tier sponsors. So this is a wonderful example of a top and a second tier sponsor in these ads because you can see that Enterprise Rent-a-Car is a nationwide company and this Aaron's Plus is a local company probably run by one of the members of the New Jersey Association of Women Business Owners.

The next page we see Aetna which is also a sponsor. So what they did was they had the exhibitor table and they also put a sun block packet in the show bag. There were all kinds of premiums in that show bag and I thought that the sponsors, the exhibitors, the contributors to the bag program showed a whole lot of creativity, because remember the theme was Recharge and Renew. So it says *Fun in the Sun Aetna Sun Block Packet* and it's a wonderful thing to pack with you when you're traveling. And this was in New Jersey by the boardwalk. So if you wanted to go out on the boardwalk get some sun you can use this sun block packet by Aetna. And premiums are great if you don't do premiums right now please consider them because they encourage reorders, they increase the size of each order and most importantly they really create good word-of-mouth about your company and about the sponsor which is why sponsors absolutely love to hand out premiums.

Now we come to another sponsor case study for the New Jersey association for Women Business Owners and that is Enterprise Rent-a-Car. And I'm going to read to you what it says *"The exhibitor booth for Enterprise Rent-a-Car has a poster and it says it's chaotic, it's slightly insane and it's not at all where I thought I'd end up but it's all mine."* So you can see that this is directly going after the market of women business owners because there is a graphic of a woman on it. And one of the exhibitors is standing next to that poster. And if you go down on the page you can see that she and another representative from Enterprise Rent-a-Car are holding up an award. They got an award as Corporate Partner of the Year.

Now let me tell you a little bit about award presentations. They're very inexpensive to produce a nice glass or a crystal award, but what happens is you get a great

photo opportunity, you could hand this photo to Enterprise, they can put it on their Web site, they could put it in the company newsletter, they could give it to those employees as a thank you gesture, and also as a result of your sponsor receiving an award from you. It just submits that relationship that's already in place and makes it much, much, much more likely that they will renew for the next contract period, whether it's a year, whether it's event by event, you're doing something to maintain that relationship, to establish rapport, to create good feelings. They may even take that reward and put it in a glass case in their corporate offices, or the recipients of that award, those two representatives from the company, in this case Enterprise Rent-a-Car, may put it by their desk and look at it all the time. So awards are really great.

And I just want to put a footnote in on the subject of awards because you'll see a picture there of my client, her name is JoAnne and she received an award there and she was just so surprised and so excited. She received an award from the entire Association of Women which is probably 50 women. And there were a whole lot of other women nominated for this particular award and if you look at the picture she is absolutely radiant, she is beaming. And I think a large part of the reason that she received an award from the women on her team was because she brought all of these great sponsors to the organization and to the conference and they could do so much good work. It was a wonderful conference. I was actually one of the speakers so I was there the whole time and witnessed the magic and the power of sponsors that she brought to that particular conference.

So once again it allowed this organization to change lives, to do their mission, do their passion. It allowed JoAnne my client to live her passion and her purpose of empowering women and the corporate sponsors really foot the bill for this. So they made it all possible and everybody was happy. The best sponsor relationship remember is not the sugar daddy relationship where it's unbalanced, it is a partnership where it is a win-win, where everybody walks away feeling good, feeling wonderful, feeling like they've made a contribution, like their lives had made a difference. And that is absolutely what happened here I witnessed it. So this was just a great example of one of my clients putting what she learned into practice and achieving something truly remarkable.

# SPONSOR EXPERT INTERVIEWS

## INTERVIEW WITH CORPORATE SPONSOR

**H**i this is Linda Hollander the Wealthy Bag Lady and today we have a special guest and his time is very limited, he's a very, very busy guy, so we're really, really honored to have him here. He's just got a lot of knowledge and I'm sure you're really going to enjoy him. This is Ken from Staples and as you know Staples is the premier office supply company, and he does sponsorships and relationship marketing. So Ken, how are you today?

Ken: Pretty good. It's late in the evening here on the East Coast.

Linda: Okay. Well thank you so much again for joining us. I know it's late for you and you know most of us are on specific time, actually a lot of us are on east coast time to, and so we really appreciate everybody coming on with us at this hour. So Ken, tell us how Staples is reaching out to the small business owner.

Ken: Well probably in three key ways, and you have to look at the different perspectives. I mean clearly one is we are a large company and so we also purchase products and services, so that's certainly one way that a small business owner can sort of work with Staples by providing us products and services. Two is that I do marketing so in an aspect of we certainly look to endear ourselves and develop a strong relationship with a small business owner, as well as, we attempt to add value to a small business owner to his overall business and self by hopefully providing some critical information tools that can be applied to the business that that individual owns.

So we put on seminars and symposiums where we would actually go out and sponsor other individuals who do this to help to sort of give back to small businesses and help them grow.

Linda: Okay and that's what we're going to talk about is the sponsorship. And if anybody has questions you can stay on the line a couple of minutes and take questions.

Ken: Yes.

Linda: Okay. So write your questions down, we're in moderator mode now and I'll come out live for some questions, but you mentioned sponsorships, you mentioned events that you like to do to help businesses out. Can you tell us about that a little bit?

Ken: Well it ranges from a number of different categories. One can be we actually have hosted symposiums at our stores where we would go out and find some resident experts to spend an hour or so talking about, let's say access to capital, how different types of ways to setup your company in terms of if you're going to do corporation or proprietorship. We have folks to talk about the integration of technology to your business, identifying, employing and retaining solid employees, so things of that nature. We've obviously worked with you in terms of sponsoring others who again are resident experts that will do the same thing at different locations within a community or a market.

The other way a sponsorship is clearly we work closely with Chambers or other business organizations, Realtors association. And that can take a number of different forms from being a major sponsor of one of their, let's say, marquee events like it could be their gala or again it could be a symposium which they're hosting to participating in tradeshow, depending on what the market needs are for we would take a small position or leaf or some position within that tradeshow in terms of sponsorship.

So it sort of varies across the board. It depends on the market and what our situation is in the market in terms of competitive position, a competitiveness, strength of our stores, and so forth. And then what are the opportunities? The opportunities in Los Angeles are actually much different than the opportunities that we find in New York City. So I don't know if that's helpful enough so it really depends. We do partnerships with other companies and banks and so forth to be

able to sort of leverage a lot of the overlapping with the target audience. So it sort of varies.

Linda: Okay. Well on the call we have people with properties that are looking for sponsorships. So what does a company like Staples look for in what they sponsor?

Ken: You know perhaps a good place to start is that I would need examples of what types of small businesses are on the call. I would typically say that in terms of sponsorship we would do more with association and perhaps those associations would subcontract out different elements of whatever their initiative is. I have or we have personally put together some initiatives with a small business owner but they are typically either marketing or advertising agencies that can help us again do some grassroots initiatives within a defined area. So again the more that I know about the individuals who are in the room the better I can sort of speak to that.

Linda: Okay. Well this would probably be a good time to come out live for some questions. Who has a question for Ken from Staples? Please state your name and your question.

Maxine: Maxine Thompson.

Linda: Okay Maxine.

Maxine: Can an internet radio show host be able to get some type of sponsorship from Staples, particularly since internet radio now does international advertising?

Ken: The answer to that is, and again I'm going to be vague yet specific, and probably more general or vague in nature. One is I will state to you and it sounds like these are questions more for the focus on how do you get business from Staples versus how do you leverage the opportunity with what a major corporation is looking for. Specific to Staples the answer that I can tell any and everyone is that our core customer is a small business customer. So if whatever your product or service is or your promotion or program and target the small business customer, then there is the likelihood that there could be an opportunity because that is our core customer day in and day out.

Then we shift around back to school times that we like to focus on adults with kids age K through 12 and those are really our key times, our really only time of the year when we really focus on the regular customer or someone beyond the small business owner, the home office user.

Linda: And I think that's coming up the Back to Schools, what months are those?

Ken: Back to school is typically late July through first two weeks of September.

Linda: Okay.

Beverly: Beverly Chandler.

Linda: Okay Beverly.

Beverly: How are you?

Linda: Good.

Beverly: I have a radio show it's a talk show. It is Understanding Real Estate so its real estate based, my profile is 70% homeowners of which about probably 20% or more are small business owners that have offices in their home; I'm one of them as well. And I go to Staples a lot to put things in my office that are conducive to home offices. How can we partner or how can I use Staple as a sponsor for one of the shows or for the show and to partner with you for small businesses and also to back school components because homeowners also have children K through 12?

Ken: Right. Now let me answer the question, again when you talk about radio that brings in another layer of evaluation. We have a media team and then again I don't know if this is what I would consider as a radio station with accepted call letters or if you're running a low frequency station that's obviously for a local community so you don't get to reach your frequency so we can't measure you based on what I think it may be Arbitral and so forth.

Beverly: Yes.

Ken: But the first place which we go with a radio station is we have to evaluate the buy. Secondly, and if that radio station obviously reaches our target audience and has a reach in frequency then there's something there to talk about. Typically with radio stations though a lot of them we work more with easy listening or smooth jazz stations and they have the propensity to be able to do radio remotes and so forth. I think that what you're talking about though would fall under the heading of examples. Sometimes Chambers kind of partner with local stations and they have their Tuesday talk with small business owners and so forth.

We have done a few things we've done some things around tax time where we would potentially provide a resident expert to be on and then we would have to kind of just look at the package and the opportunity. So does that sort of answer your question?

Beverly: Yes.

Ken: Okay.

Linda: Okay one more question and then we're going to say good-bye to Ken.

Ken: Okay.

JoAnne: JoAnne MacBeth from New Jersey.

Ken: All right.

JoAnne: My property is the New Jersey Association of Women Business Owners.

Ken: I like that one. Now you need to be talking to me.

JoAnne: I know we're in a space not for...

Ken: Actually I have New Jersey. I actually cover the Northeast I've got New Jersey up to Maine and then I also have the West Coast, I go from the western part

of Texas up to Seattle down to San Diego and all parts in between. I do our Hispanic marketing so we should be talking.

JoAnne: Yeah we have lots of opportunities Ken because we have a lot of members that can provide with some of those people for some of your symposiums.

Ken: Yeah right excellent. I do a lot of work with NABO.

Linda: Okay Ken, thank you so much.

Ken: Okay.

Linda: We really appreciate you being on with us, we've learned a lot and this has been very, very wonderful. So thank you so much Ken.

Ken: Thank you for inviting me.

Linda: Okay bye-bye.

Ken: Bye-bye.

## INTERVIEW WITH MEDIA SPONSOR: TELEVISION

**H**i this is Linda Hollander the Wealthy Bag Lady and welcome to the third of four teleclasses on how to attract corporate sponsors. We have a special guest tonight Dr. Letitia Wright. She's the host of The Wright Place TV Show and the show is now in its seventh season with over 155 shows broadcast on television to over 3.8 million homes each week in Southern California.

I've been a guest on The Wright Place Television Show a few times, it's been really, really fun. And the show is the fastest growing women show about business on the air today. And each week guests discuss information, strategies and new technology that women can use to grow their business. And Dr. Wright is also very accomplished she's been featured in Fast Company Magazine. She was nominated for the Small Business Administration Journalist of the Year. She was part of Oprah Winfrey's Los Angeles Book Club for the first book which was "*East of Eden*". Dr. Wright, how are you tonight?

Dr. Wright: I am great. Thank you.

Linda: Okay. Well this is a group of professionals and leaders who want to get corporate sponsors for their properties and they're doing all kinds of wonderful things in transformational life changing work, but I've been telling them that they need to hook up with a media sponsor. So tell us what the best strategy is for obtaining a media partner.

Dr. Wright: Well these strategies work for all media partners. I have a television show but the strategy that I'm going to tell you is going to work for magazines, for radio shows, podcasts. When I say radio I talk about satellite terrestrial and internet radio. It works for all of the mediums, the newspapers. And what you have to do is you have to make sure that you approach them about your event. Sometimes we assume that we're working so hard and everybody knows about our event and there may be a particular outlet you would like to be your sponsor and they may not even know your event is there.

So it sounds very simple but it's basically you have to ask. You have to put your packets together, you have to approach them and ask. Do not expect them to just see your event and know that you psychically know that you want to be a sponsor.

Linda: Okay well we've got people with events but then we also have people who do speaking tours, we've got authors, we've got people with non-profit charities, we kind of run the gamut here so we'll make it relevant to everything.

Dr. Wright: Okay.

Linda: So everything that she says is relevant to whatever you're doing out here.

Dr. Wright: Whatever you're doing. Speaking tours, yes it is definitely possible to create a media sponsorship for your speaking tour. If you're a non-profit you need to work with the media in a very special way because many times with our non-profits we feel like the media should back up sup and do certain things because it is the right thing to do. Because a non-profit is doing something that supports the community and non-profits sometimes forget that you still have to put something in it for the media. They're not going to support you just because the right thing to do but they will support you if you create a win-win situation, and for non-profits it's just so easy to do that. When you just sit down and be creative and really look at the media outlet and what they are trying to do.

Linda: What are some examples of the win-win situation and something that benefits both the media sponsor and the property?

Dr. Wright: Well the purpose of having a media sponsor just to step back. The reason why you want a media sponsor is to leverage the advertising dollars that you're using to get out about your event. In other words, you can now have access to another outlet. You have access to a radio station, have access to a magazine, and let everyone know that your event is coming up. This is going to increase attendance, this would turn into increased sales, it's not just for awareness it's for actual dollars in your pocket. So you want to have a media sponsor for that reason to create dollars in your pocket and not just, oh we were in the magazine and we got a mention.

Now on their side the media we want leverage. I want leverage for my television show. What that means for me is that I want to be able to touch the participants of your event or of your book tour or whatever you have going on. It can be a very small event with 35 people or a huge event with 3500 people. But how can you allow me as the TV show to access the people who attend your event? Now just a sign that says Dr. Wright supports XYZ, you know, Dr. Wright supports literacy that's one of the big things for the Wright Place TV Show is literacy. So let's just take literacy for example, it's more than just me having a banner up in an event I need a way to really touch those participants in. And you as the event creator need to create an opportunity and the more unique it is for that media outlet the easier it is to get them on board.

Linda: Okay.

Dr. Wright: A simple example here's a real life example, if I am a media sponsor at an event and I am speaking at that event I get to really touch the people that I speak to. Because Number 1 I'm an excellent speaker but I mean that gives me an opportunity to really touch, really etch in their mind. There's nobody that I do a speaking gig and they don't remember who Dr. Wright was.

Linda: Oh I can attest for that I've had you at my events yes.

Dr. Wright: So I really want to continue to touch those people. So it can be a small event of 35 people but if I get a chance to really interact with those people then that makes it worth it for me to spend my advertising dollars letting people know about your event so you don't have to spend your advertising dollars. And many times people will say "Oh we want a media sponsor and all you're given them is a poster at the event."

I've had events that said "Oh you can't put anything in the bag, you can't..."

Linda: Have a booth.

Dr. Wright: ...you can't have a booth. I mean come on win-win we can all win together but media is looking for leverage and we're looking for a way to really touch the audience that you're playing to. So it's very, very, important that you match the media sponsor with what you're doing. If you're doing a children's event Kiwanis Club and Rotary Clubs are probably really good. If you're doing a children's event you're probably not going to get Playboy Magazine to do your media sponsorship, not matter how fun it may be for people you've got to really make sure it's an excellent match.

For the Wright Place TV Show we want business events, we want events that move women forward as far as entrepreneurship, we're not looking at children's events, not that we don't care about children's events but that's not our focus.

Linda: Okay so do research on that particular media. And then that brings me to the next question. How can people find out about ratings and demographics when they're approaching a media sponsor?

Dr. Wright: Well they can approach sponsor if they are an advertiser. Because of the web now it is so easy to find out what the demographics, that means who they're talking to, I mean really who they're talking to and how many of these who's they are talking to. So you can go online and look up their advertising rates. With the advertising rates there will be a Demographics Sheet. Usually they're pretty up-to-date because all of us are growing, we're negotiating, and we're negotiating with a new station and right now. So pretty soon mine will be updated again also, but all of these things change. And so from year-to-year you want to keep that updated and even if you don't get that person as a sponsor keep the file and update with any changes. It's so easy to just go on their Web site and find it on the web. But just act like you're an advertiser and the information pops up right there.

Linda: Okay great. And I guess I could share how we've worked together in the past as maybe that'll give people some insights because a lot of these people are a little bit stuck. And I know they've called me and wrote to me and Lynn said "I don't know what I can offer the media and I'm a little mystified in this particular area. So that's why we're trying to get some clarity on it.

The way that Dr. Wright and I have worked together is, of course I've been on her show, but then she's also come to my events, she's spoken t my events. Her crew did some shooting at my events. I always give my media sponsors booths where they can hand out little chotzkies and things and they absolutely love that. They put things in the bag that she said. So there's really a presence and we don't just give visibility. Like she said "Sponsors want connections not just visibility, not just the poster or the banner with their logo on it." So I love what you said. Do you want to add anything to that?

Dr. Wright: Yes that is true, that is exactly how I work. I love to come in. If you've got great people to interview I'm going to be able to interview those people. And this is really an opportunity. The one thing, the new kind of thing I've been the last two years that worked out really great is we've actually been shooting the show live at people's events, so that's kind of new. But it works really, really well and people really enjoy it and that way we get to add another dimension of, I get to bring in some extra speakers that really weren't on the regular speaking scene for that event. However, they get to see the Wright TV Show in action. So that's a fun way too.

But everybody's different. Radio shows if you bring in someone with a radio show it is so easy for them to do the radio show from your event. I mean it's just an excellent opportunity. If they podcast, if their video or audio podcast they're extremely mobile and great to have at your event. You can really just run the gamut. It is anything and everything and maybe we can take some questions later and I can address people's specific questions to really get down to what you need. But media we want connection, we really do want connection. And a lot of times what I see people offering is just not enough connection. And no equality, in other words, if I'm giving you \$5000 dollars worth of advertising don't give me a \$200 dollar booth.

Linda: Okay. Oh God you are so great. This is exactly what I've been saying so this is wonderful. I'm going to come out for some questions, but before I do get out your pens and Dr. Wright please tell us how we can get in touch with you.

Dr. Wright: Fabulous. If you are looking for a media sponsor and your event has to do deal with women and women entrepreneurs and how to move their business forward, or if you have a product or service, let me tell you our Mother's Day Show. Can I take a second to say that?

Linda: Sure.

Dr. Wright: Okay. We also have a special show every year that we do call our Mother's Day Show. That's where we showcase a lot of different products and gifts. And Linda I think your book has been in our gift bag.

Linda: Yeah.

Dr. Wright: Linda is very generous and we give out tons of things. And so that is called Product Placement. So if you had a product, you had a new lotion you came out with and you wanted everyone to know about this lotion this is a great way to advertise. You give the product to each person and we get to advertise you on the show, sort of like Oprah's Christmas Show. But if you'd like to contact the Wright Place TV Show about being a media sponsor I'd love to hear from you guys. You guys are being trained so there's a certain level of learning that I know that you're going to be at before you can call me. So I look forward to working with you guys.

You can call my phone number first of all 909.635.2040 or you can visit me on the web at [www.wrightplacetv.com](http://www.wrightplacetv.com). So it's [www.wrightplacetv.com](http://www.wrightplacetv.com).

Linda: And she broadcast out of Southern California so it's in the Pacific Time zone if you want to give her a call 909.635.2040 [www.wrightplacetv.com](http://www.wrightplacetv.com). You want to take some questions?

Dr. Wright: I would love to.

Linda: Okay hold on. We'll hear a series of tones and then we'll be live for questions. Okay please state your name and your question for Dr. Wright.

Carolyn: This is Carolyn Gross.

Dr. Wright: Okay. What's your question Carolyn?

Carolyn: So basically the media sponsor is a trade situation for advertising your event or product. You're not necessarily getting dollars from the media but more you're getting the publicity. Is that what I'm understanding?

Dr. Wright: That is usually correct. There are some situations where media sponsors will pay but they're usually very high name brand situations. For when you're just starting the trade is great.

Carolyn: Okay.

Linda: And don't discount the value of trade sponsors and in-kind, because like she said you could get \$5000 dollars worth of advertising without coming out of pocket and get all the benefits of that advertising. So it's a budget relieving item.

Dr. Wright: It is definitely. It puts money in your pocket.

Carolyn: Perfect. Thank you.

Jo Condrell: Dr. Wright this is Jo Condrell.

Dr. Wright: Hi Jo.

Jo: Hi. I'm not in Southern California any longer I'm in Texas. Is there a possibility that we might partner on something. I would dearly love to talk with you about my project.

Dr. Wright: Oh yes, yes, definitely. For those of you who don't know Jo, well Jo lived here in Southern California. She is an author and she is also a television host. I would love to talk to you about that. You have my number so just give me a call and we'll definitely talk about it. But sure I think we can work something out and kind of get you back kick started again. Okay.

Jo: Super. Thank you so much.

Dr. Wright: And whoever has background noise please press Star \*6. Any other questions for Dr. Wright.

Dr. Beth: I have a question.

Linda: I'm sorry tell me your name again.

Dr. Beth: This is Dr. Beth. I have compassionate parenting and I have a national teleconference for teens and parents. And I heard you say you would not do things with children. What about with teens first and what about with parents of teens second?

Dr. Wright: I do events with parents and teens when it's sort of focusing on career and business. There are a lot of teenagers because of the internet that understand the power of the internet that are starting their own business. I'm getting ready to have a 16-year-old his name is Ali, he has an online business. This young man makes more than a \$1 million dollars a year. I met him at an event where he drove up in his Maserati. I drive a PT Cruiser Convertible he drives a Maserati.

So I'm very excited to talk to a teen that has sort of entered the career mode. So for me you just have to tweak it. I mean you really just have to look at the media, see what they're about and tweak. There's never a never but it's a way you present it. So if I were to work with you I wouldn't really speak to the parenting part of it but if parents or teens want to talk about how to get their teen into entrepreneurship that is something I would participate in.

Dr. Beth: Fantastic. Okay I'll be calling you.

Dr. Wright: Okay.

Linda: Thank you. And I want to tell Dr. Beth and everybody listening that Dr. Wright was just telling us her guidelines because see every media has its guidelines and has its target demographic. Hers is women in business and that's why she and I

work together but Dr. Beth just search out and you'll find plenty of media that's friendly to parents and teens. I mean she's going to find a lot if she just looks for right.

Dr. Wright: Right she definitely will find a lot. There are a lot of magazines. I mean it really for everyone in everyone's niche there is a lot of media out there and with the advent of the internet it has segmented a niche off radio, it segmented and niche off, I mean satellite any topic that you want is on satellite radio. And now that XM and Sirius have merged I mean it's all there in one company. So it's a very, very exciting time but yes, I mean you know definitely if you're interested in working with me please do talk to me about it, but there are a ton of media out there for all of you.

Linda: Okay and I heard Patty Cunningham so we're going to take her as our last question.

Dr. Wright: Okay.

Patty: Yes thank you. This is Patty. My question was how long of a relationship does this be in? What is the involvement of the media?

Linda: Did you hear that?

Dr. Wright: Okay the question, I'm having a little bit of difficulty hearing, but if I understand the question correctly is how long does it take to create this relationship with the media? Was that...?

Patty: Well it's more like as a working relationship, how long does it last? Do you expect this to be an ongoing thing? If you prepared the proper groundwork and what is the active role that the media plays?

Dr. Wright: Well the active role that the media is going to play is basically being your advertising arm. They will want to come back and participate again if their needs are met. From your standpoint you are almost going to always expect that the relationship will move on because you will have given them the quality and the

quantity that they want or at least speak to them and say "I know we didn't give you this but this is what can happen." And explain the inner workings of what happened if you were not able to meet the media's needs satisfactorily. But I think that it can go on for long periods of time.

Linda: Okay I'm just going to put us in moderator mode.

Dr. Wright: I'm sorry I got a little frog in there.

Linda: Hold on one second. You okay there?

Dr. Wright: Yes I am. I am thank you.

Linda: But she kind of brought up something that I wanted to tell everybody about too is invite as much media as you can to your event or where you're speaking or whatever. If it's a fundraising thing for your nonprofit charity, whatever you're doing. Even if they don't sign on as a sponsor invite them and if they like what they see they will come on as a sponsor because a lot of people in the class are doing some things that you have to experience on kind of a visceral gut level and just be a part of what they're doing and then you'll convince the media to come on for maybe the next time, even if you don't get them on your first attempt.

Dr. Wright: Right. And the other thing is that if you invite them to experience your event at no cost, of course, you also to have the opportunity to have your post event media coming out. In other words they'll be talking about it afterwards. They'll be saying I went to this great event and teens and parents were coming together and the barriers were breaking down and it was just beautiful and they just really, really will rave about the event and it sort of sticks in the mind.

So you definitely want to make it open for them, make sure that your staff knows that they're coming because you may be busy and you may not be able to brief them so make sure they are briefed in a way that the media need to be briefed. In other words, this is what's going on, this is who's speaking, and this is what's happening. Don't just hand them a program and say go have a speech.

Linda: Exactly.

Dr. Wright: Talk to them about who the key people are. I may not know about who the key speakers are for parents and teens so if I come in to the event have someone give me a sheet a paper and say "This person, this person, this person are the key people because they're the expert on *x, y and z.*" Make it as easy for the media as you possibly can. Don't make them think, don't make them do anything, just give them the opportunity to come and if it's an experiential thing which more and more really are moving into the experience era everything is an experience. So give them the opportunity to come and check it out even if they're not a media sponsor. And then not only do you get post events media or press but you also have the opportunity to bring them on board.

Linda: And absolutely treat them like a VIP when they're there.

Dr. Wright: Yeah.

Linda: Okay. Well Dr. Wright wow, you know, I have had the good fortune of knowing you for quite a few years and you are just totally awesome. And I'm just glad everybody got to experience you for a little while tonight. And if you want to contact Dr. Wright its [www.wrightplacetv.com](http://www.wrightplacetv.com), phone number 909.635.2040. Thank you so much for being here.

Dr. Wright: Thank you. I look forward to talking to you guys and the best with your event. And congratulations Linda because I know once you get through with them they'll be ready to go.

Linda: I'll whip them into shape for you.

Dr. Wright: That's right.

Linda: Okay. Thank you so much.

Dr. Wright: Bye everybody.

Linda: Okay bye.

## INTERVIEW WITH MEDIA SPONSOR: RADIO

**S**o we have a special guest tonight. His name is Dick Heatherton and he's a media sponsor. He was with one of the biggest radio stations in Los Angeles which is Care Relate Talk Radio and it is a monster station. Los Angeles is one of the biggest radio markets in America. And he is also a great speaker. We have a lot of speakers on the call so he is a speaker too.

So we're going to ask him some questions. I will be interviewing Dick and asking him a few questions of my own and if you have questions write them down please and then I'm going to come out and ask everybody for some questions and you can talk to Dick and ask him your questions. So hi Dick, how are you tonight?

Dick: I'm doing great Linda. Glad to be on board.

Linda: Okay. Well we have a bunch of people on the call and listening at home who want to get media sponsors, so tell us what's the best strategy for getting a media partner.

Dick: Alrighty. The best strategy for obtaining a media sponsor is to be persistent; I mean it's as simple as that. What exactly are you looking for that's also very important? Be very specific to yourself then you can enunciate clearly to a media representative what it is that you want. What the most important thing is, what does the media want? The media wants your money. Okay I mean there's no secret there. They can come up with all sorts of different plans that can make sense for your budget. Or you can call me and I'll negotiate and get a better deal for you than you'll probably be able to do for yourself. And that's not bragging I've been in TV, radio and cable, as well as the print business for more than 40 years, I've paid some dues, quite a bit of dues.

Anyway, so if you have a limited budget let's talk about that. How small is limited? Perhaps you can do a half cash half trade agreement with a media outlet. Trade is the media term for barter and that works. Remember all media outlet need things themselves. Let me give you a for instance, perhaps you're a heating and air conditioning outfit, cable outlets, TV and radio stations they all need to keep cool,

stay warm. You can go all trade on something like that. Maybe you have a flower shop media outlets need a florist so they can send flowers to their clients or for their promotional events. If you're dealing with a talk or maybe a news talk station, for instance, perhaps you can position yourself as the authority on your area of expertise and this way they'll put you on the air and you become very valuable to that station or that cable outlet or that TV station. And they'll go to you when there's a new story about a field that you're involved in and you're the expert.

These are some of the well kept secrets that the media don't want you to know about. This is especially true for radio and TV, some cable if they have local news and events channel on their cable systems. But don't get yourself stuck in a public access cable channel. Let me tell you most of the time this is strictly amateur city and the only people watching are the host of the show and his or her mother. Don't waste your time on public access unless the local public access show is really huge in your area. Do some research, do some homework to find out about that.

All media need things. Be a provider of things. What you sell they need so start with an all trade deal and if they're up for that work on a half cash or a half printing deal. If that doesn't work then it's probably going to be a cash deal. Just know that they need you as much as you need them. Also keep in contact with the promotions director of the media outlet this way you can find out about upcoming events the media outlet will be holding in the future. Let them work for you. Hey look I've got Joe and I've got Jane. I've got this wonderful place and this could fit in with our upcoming promotion. Then what you can do is you can get some commercials, you can get announcements you can all sorts of different things, you could probably even get an interview. Again if it's a news talk station or maybe if it is a music outlet you could probably be on the morning show.

Keep in contact with producers of TV and cable shows in your area as well as radio outlets as well. And when you're talking about you and your business and saying you're in touch with a producer or maybe the promotional director and they want more information don't write a book. I have an advertising agency and I am a gasped at how people are roped into paying large sums of money by some PR outfit that will turn around and write a three to five page piece on you and your business. And you're thinking, wow this covers everything. Well the producer of

the show or maybe the promotional director takes a look at it and says "This is amateur time", and guess what it's filed, it's lost. Keep it short and to the point. They don't have time. Listen to what's happening to you in your area. Is your business or your field of expertise is that you're made to some news event that has maybe national or local scope or appeal. If so the media need you because they don't know about that area.

Something to consider is internet radio. Again I have an agency here in Los Angeles and I'm dealing with stations all around the country and I am finding right now for many of my clients I will have them on to terrestrial radio. Terrestrial radio means something that you can listen to when you're home, in your car or at work, but many times I'll have them on the internet radio. In fact, I'm doing a medical study that right now was on in Los Angeles, it's on in Pennsylvania it's on in Miami, as well as, Boston. And many of the outlets I'm just using an internet radio. First of all it's very cost effective and you get a bigger bang for the buck. And even more importantly it works.

Also, how are you marketing yourself? If you're sending some information about you what's the color of your stationary? Is it a regular size? Is your card does it look like everybody else's? Well if your card, which is a representative of you, or your stationary is a representative of you and it looks like everybody else's then you're as good as everybody else. Do something a little bit different. That is branding.

Linda: Okay great. And you have an ad agency now but when I met you, you were with the radio station. You and I did a trade deal where I got a sponsor spotlight, I got live commercials, live reads, I got a live interview in studio and we worked out a bunch of stuff. Now we have authors on the line, we have speakers, event planners, business owners, any suggestions for them?

Dick: Well I would be persistent if you're an author. I'm an author myself so I know what it's like, though I can tell you sometimes it's very difficult to try to do it myself, is what you're writing about. Is it your main to maybe some specialty show? I'll take maybe a gardening show on the weekend or maybe a home improvement show on a weekend.

Is your book, does it have something to do with that? Perhaps you can contact the host if it's in a small area or maybe a middle market area they may not have a producer. In fact, the host or the hostess of the show they probably do their own producing. So you might have a great opportunity of just say "Look, I know you're talking about this, this is something I do when and I thought this might be of interest and here's the reason why", and give them reasons. You know the old features and benefit thing well instead of features and benefits, if you're not familiar with that I'll get into it later on in the questioning period, but I have this and if you need this, this is how I can help you. But see by doing that see all you're doing is talking about yourself first. It's better to do benefits features.

In other words, if you're looking for an expert in regards to a certain field, in regards to yada, yada, yada well I can do that because this is my business, you're putting them the producer or the host of the show first; just a few things that you can do. What other areas are you talking about Linda?

Linda: Well you know what, we're running a little short on time, so I think I'm going to come out at this time and take some live questions if that's okay with you.

Dick: Sure not a problem.

Linda: Okay please state your name and your question for Dick Heatherton.

Liz: Liz Franklin. I already have an article with the local business journal and I'm doing a large radio station in January. My question is how can I hook up another sponsor with that? Obviously I'm going to say "Okay, I'll be on radio in San Francisco. I'll find large companies in San Francisco where I have an end." And then what's next?

Dick: Okay. Now help me, maybe I'm misunderstanding, are you an agency, are you acting as an agency or are you working in PR? I don't quite get it so I can get a better understanding of how I can assist you.

Liz: Good lesson thank you. Liz Franklin author of *"How to Get Organized without Resorting to Arson"*.

Dick: I love it.

Liz: Isn't that great.

Dick: Great.

Liz: I organize offices and I work with small business. And so I write about small business solutions and I speak. And I have got my first sponsor in media which is business journal radio and also now a software company.

Dick: Okay.

Liz: So in that I'm going to be on radio in San Francisco on a big, big, big show KGO.

Dick: KGO it's a giant. I used to work in San Francisco so I know the area very well. Yeah. Great station.

Liz: It'll be my fourth time but in the past I have sold only my book and my services, now I'm looking for how can I hook up a sponsor, what's okay to say when I'm on KGO? What would the sponsor want me to say or do? What could I expect?

Dick: Okay. If you're going to be representing somebody but you're also going to be pushing your book...

Liz: Yes and mostly about my services and less than 10% about software.

Dick: Okay. Be very cautious of divided loyalties. You might be able to talk about your book and everything and that you've been able to help these people and then what you do is you might slide in that they may be working with AMB or maybe

one of the many high tech companies there. You're able to do it to such and such where it comes across more as listing than an out and out commercial.

Liz: Right. Now is it legitimate to ask another sponsor to pay me or do something in trade to be mentioned on that show or another show?

Dick: Sure as long as you're going to be representing them or maybe it's a certain field and you're the expert in that field and you're talking generic and then what you do is you become specific as you're giving an example.

Liz: Got it. Thank you.

Dick: You're welcome.

Linda: Okay one more question and then we'll tell everybody how you can get in touch with Dick if you have more questions.

Greg: Dick this is Greg.

Dick: I'm sorry?

Linda: We're going to take Greg and then if your other question after that is really quick we'll get that in too.

Dick: Greg long take no speak with, how are you?

Greg: No it's Greg.

Dick: Greg. Okay.

Greg: That's okay sometimes I go by the name of Gordon too.

Dick: Okay.

Greg: Nevertheless, my question deals with the fact that I along with the colleagues of mind host an intimate base show by the name of Lunch and Learn and Lunch and Learn it comes on 12:00 every Monday.

Dick: Where's this?

Greg: It's Eastern Time by the way.

Dick: Okay where's this?

Greg: I'm sorry

Dick: What market?

Greg: The target market it's in the Northeastern New York area.

Dick: Oh okay. Where Long Island? I'm just curious just so I'm from that area so I'm trying to...

Greg: It's actually nationally and Canada. The show goes out nationally and Canada.

Dick: Okay. All right.

Greg: And the question pertains to the fact that since it's called Lunch and Learn and initially it started off being based on the east coast we're in the process of changing the name and thinking about going with a name such as Your Emerging Small Business because our target market happens to be small business owners throughout the US and Canada. And I'm wondering if by changing the name would that be more attractive to a national sponsor?

Dick: I don't think that the name is as important as the content. And the thing is if they really want some change, guess what, they'll be calling it the XYZ Show starring you or with you or what have you. They don't care about a name they're

more interested in results. How can you draw people to buy their product and find out about their product? Don't worry about the name.

Greg: Okay thank you.

Linda: Okay well Dick it's always a pleasure to have you on. You give such great content and you're just so generous to spend your time with us. Thank you so much.

Dick: My pleasure.

Linda: Okay bye-bye.

## INTERVIEW WITH SPONSORED PROPERTY

O kay am I here with Dr. Nina?

Dr. Nina: Yes you are.

Linda: All right. We're going to go right into the interview with Dr. Nina and basically she's going to give you a lot of great information. She'll give you a little bit of a different perspective than what I've been giving you because she's also been very, very successful with getting sponsors and she runs a non-profit charity. So she's known as Dr. Neen, The Think It, Do It Queen. She's leveraged sponsorships to be an international speaker author and trainer and she collaborates with non-profit organizations on a regular basis and she's run her non-profit for 15 years. And she is my non-profit partner she runs the Women's PEACE Campaign that helps to mainstream women who suffered in silence for years from domestic abuse situations and she does absolutely fabulous work.

Her personal mission is to help 100,000 women in the United States manifest their mission and her focus is on getting money before you do the project. Here Web site is [www.manifestmymoney.com](http://www.manifestmymoney.com) that's [www.manifestmymoney.com](http://www.manifestmymoney.com) and it's for people who want to know how to manifest their money for their mission. In her financial and in-kind sponsors having included magnetic banks such as, Bank of America, Bank of the West, wells Fargo, some local banks and Toyota Motor Sales USA, Shell, Vaughn's, IBM, wow Disney.

She's also worked with utility companies such as Pacific Bell, Southern California Edison, the gas company, and I really wanted you to talk to her because she's managed to travel the world because of her sponsors she's managed to really work her mission which is empowering 100,000 women, and I think that's a wonderful noble mission, through the awesome power of corporate sponsors. So Dr. Nina hi, how are you doing tonight?

Dr. Nina: I'm just great. How are you?

Linda: Very, very good. Tell us how you got your first sponsors.

Dr. Nina: Well like some of the people on your call I had a non-profit organization and we provided services to you and most people believe that our use are the future. So it's a little bit easier than some of the other topics that other people are pushing forward. And I first got training and starting using the techniques that they had in that nonprofit management program. Step-by-step I followed them and this landed me some major sponsors such as Vaughn and we didn't have any real budget at the time and Vaughn's did some in-kind printing for us. We had a four color printing and then Pacific Bell designed our logo. And then we had Toyota and then Bank of America and Southern California Edison. And we had some other first and second tier sponsors and they gave us cash as well as additional in-kind donations.

And they would sit on our advisory board and they would help us recruit volunteers. And if your corporate sponsors sit on your board as a non-profit they automatically know they're going to be giving you some money. So they might say "Okay, well we'll give \$10,000 for this event, \$5000 for this other event." And then as those relationships started to develop they introduced me to their counterparts on the for profit side for the sponsorship. And so I wrote a book and they would purchase the book for my target market that they also had in common and my sponsor's names would go inside the books and then we deliver them.

Sometimes I'd be speaking, other times they would just want to have it at an event where I wasn't even going to be, but basically I had no clue about how to do any of it. And I had to listen carefully and people offered step-by-step instructions. I follow them and got great results. And Linda I want to just make sure everyone on the line knows about your template and your home study and that because you're offering it as a step-by-step it'll be a good idea for them to listen and follow those instructions. I mean you've already been there done that so what other better way for them to figure out what to do right?

Linda: Absolutely. And I want to ask you about the fact that you got Vaughn, which is a supermarket, to do your printing. How did that happen because I wouldn't even think of asking a supermarket to provide printing for me?

Dr. Nina: I didn't think of having Vaughn's do the printing either they're the ones who said what they would like to do. A lot of times you have to think outside of the box when you're working with sponsors. And you have to remember they don't just do groceries they have to print up coupons and other communications. So if they're doing it anyway they might as well be yours. We had a newspaper for the teens and I think California Edison printed that for us and they also did the layout. We had all kinds of things that sponsors were offering us that had nothing to do with their core tendency that they would have with their customers and sometimes that's a little bit easier.

Instead of saying well we're not going to be getting any kind of revenue from this activity they're saying, you know, we'll just lump it in with these other vendors that we have to pay anyway.

Linda: That's great. Okay I'm telling everybody in this class to use collaboration, to get association sponsors, to get media sponsors and leverage those to get the corporate sponsors to get the big bucks. So tell me how you went about doing this.

Dr. Nina: Well I'm sure that you realize that my focus is on always thinking big and I'm trying to help people to realize their values. And I feel if your vision is big enough it's going to involve other people. So I partnered with various organizations who had the exact same demographic that I did and I showed them the value of my property, which you're always talking about, and my property at that time was a Goal Achievement System. And people will sponsor your property in exchange for access to that commercial potential associated with your property. I believe those are very close to the words you use Linda.

Linda: Yes.

Dr. Nina: So when people would say we want to target women's businesses. Can your Goal Achievement System work for them? Yes it will. Can it work for the youth? Yes it will. So we had the same demographic. So by sponsoring my product they were reaching the people that they wanted to reach. So I went to different women business organizations and various educational facilities because that's

where you're going to find the women business owners and the youth. And some are here and some are overseas and if those groups that my demographics and the demographics of my sponsors I'd offer to speak to that organization.

So having those sponsors behind me gave me a huge foot in the door and I ended up speaking in Greece at a Women's Conference wearing headsets so that my voice was translated for them. I went to London and spoke to a class for Pepperdine University. And then I went to Australia and I was a featured speaker for several groups there. And locally I got invited by the dean of a university just because I had Shell Oil as one of my sponsors because you get to use the logo which is the branding of these sponsors.

So sometimes I would make calls to the members of like a Chamber of Commerce. I would tell them I was speaker at a Chamber event that was coming up if they were planning on attending would they like to join with some other members and I'd give them the names of other sponsors I had so far. You can have local sponsors are smaller. You can have local spas, you can have insurance agencies. You don't just have to have the first tier when people start out also they have to know that they can collaborate with organizations and associations and not just with the big name companies. If they don't know you very well how are they going to trust with their brand? So you got to start somewhere and get a track record.

Linda: Okay great. And we have a lot of speakers on the line so I want them to see that this is what you can do. This is the power of your speaking career is that you can use it really to travel the world and get access to all of these amazing people that you wouldn't get access to if you weren't providing a wonderful message and a wonderful presentation. How has using media to attract sponsors?

Dr. Nina: Well as soon as I would get a sponsor I would really send out a press release and I would mention a sponsor in the press release. And then that would make the radio station or maybe the television station on our cable or newspaper want to cover it because they wanted to recognize that brand of that sponsor. So I could send that press release to potential sponsors as well and let them know that I'm doing this activity with like Bank of America. And they'd say "Oh I want to be

on the same docket as Bank of America" so that would make them want to jump on the band wagon as well.

If I was on radio or television I would say "You know I'd like to thank my sponsors." Of course I would always check with the host first because you don't want to get anyone upset make it a win-win by saying the first five callers who mention that they heard about us at this particular radio station when they go to my Web site. Or when they attend this event, then courtesy of my sponsor like Toyota Motor Sales you'd be able to have the book at a discount. Or if the sponsor was extremely generous it would be the first fifteen attendees, first five callers, whatever, would receive this as a free bonus courtesy of my sponsor.

So using that with the radio or television is a win-win for them because they want to have their viewers recognize that they as a media outlet are supporting things that their listeners are interested in.

Linda: That's great. And now with the internet we can use promo codes and we can use all kinds of things to attract where people are hearing about it, and like you said, it's a win-win because you're also promoting the sponsor.

Dr. Nina: Absolutely. You have to be listening to what the sponsors want and be supportive of them it's not just a one-way street.

Linda: Well let's talk about that. How important is it to listen to the needs of your sponsors?

Dr. Nina: Oh we've heard of FANASI, which is Find A Need and Sell It. And this is what you do when you are working with your clients and your sponsors are now also your clients. So when I would talk to my sponsors I'd say "Pretend you have a magic wand and what would you be wanting to manifest with this magic wand?" And you know we'd have a little bit of fun with it and the companies would say "Well if we could do anything we wanted", and there's these huge companies yet it's an individual you're talking to so that's always a hoot, they'd want to have a positive spin on their brand perhaps in the community that happened to me. The

community perceived this particular sponsor as an uncaring company, this mega bucks ripping those company's community to shred and never giving back.

So they asked me if I would do a program and then at the program at the end I would say "And you can thank this particular sponsor for bringing this program into your community", and people of course were shocked and they would never have come to that activity if the sponsor's name was plastered all over the place because they had that barrier to get past. They just thought they were big meetings so now they got a chance to expose them to something positive, which was my message, and then at the end they got the return on their investment by having people say "Oh wow they really do care about us."

So they didn't want a big display of their logo splashed all over the place, although some sponsors do want that. So a lot of times sponsors if you're just starting out, like I mentioned earlier if they had never worked with you before they don't know if they can trust you yet with their brand, so they'll say "Well we'll give you some money for your event don't let anyone else know that we did this for you", if they want it to be an anonymous donation or anonymous collaboration. And once it comes out and they see that you've done the event well then they'll say "Okay, well maybe you can cash in we'll put our name behind it."

There's different ways to have collaboration of a sponsor but you have to listen to what they say they want. They might say "Well, we're use to putting our name on big events. You don't fit within our marketing matrix but we like your response, we like your message, we like something", and they want to be able to participate. They might want to send some of their employees, especially their decision makers, to your event. So they'll start with that small relationship and some small dollars. They'll see how you handle it if you do well then they'll move forward. But you have to be listening for the win that they want. You can't just say "The only kind of sponsors I'm going to take are XYZ sponsors." They might say "Well we have collaboration with this other company over here and we're looking for an opportunity to expose them to more people as well. So if you will have them on your panel then we'll bankroll you."

Some sponsors want to have their name and logo everywhere you look, they want it on a shirt, they want it mentioned on the radio, but they have to tell you what type of brand you're able to use. Some will say you can use our black and white brand, others will say you can use the full color, some have a secondary brand. They spent years building up their brand and you could pull it under in a minute if you have bad press. So it's really important to them that they are able to trust you. So turn and show why you should trust them such as your track record and having a clear message and showing that you have the same demographics and it matches then you can accomplish your goal. It might be short term and also long term by just listening to your sponsors.

Linda: Okay great. Would you like to come out and answer some questions?

Dr. Nina: Sure.

Linda: Okay but before we do everybody get out their pens please and can you give your contact information because I've had a lot of the students contact me about working with a non-profit partner. We don't quite have the time to go into that tonight but I'm sure if they contact you, you can answer their questions. So please give everybody your contact information and then we'll come out live for some questions.

Dr. Nina: Yes they can go to the Web site [www.manifestmymoney.com](http://www.manifestmymoney.com) and then just click on Contact Us right there. And make sure that you put in the subject line something about Linda Hollander, Wealthy Bag Lady or this teleseminar and I'll be sure to get back to you about it.

Linda: Okay. And once again her name is Dr. Nina Craft, that's Craft with a 'C'. Okay I'm going to come out and take some questions, please state your name and your question.

Marianna: Hi Dr. Nina this is Maryanna Flolo.

Dr. Nina: Hi Marianna.

Marianna: Hi. And when you were talking about listening for their needs and the win, can you give an example of a time when maybe you were meeting or talking with a sponsor and they either suggested something or ask you to partner with a different brand that maybe be a surprise with you but you went with it anyway?

Dr. Nina: Well let's say, I can't think off the top of my hand where I would have been surprised by anything, I'm usually surprised when they tell that they're going to give me more than I ask for that's the other thing. But one of the things that I enjoy doing is creating a deliverable that I can show to them and when you have a relationship with your sponsor they're not always the end person. They help with the decision making, they might be sitting on a committee and they'll ask you to give them something that they can represent you to someone else with.

So like Linda's helping you put together your template and your sponsorship package and if you have your video or a book or something where they can put their name on it that's going to go to the masses then that's always something they love, a tangible product. So I was surprised when I first started when they asked me to create the book and said we'd like to put our name on the inside. That's the probably the thing that shocked me the most because I had no clue about how this all works.

But people constantly say to me "Well we were trying to work with this group over here and they don't understand how to approach us. Do you think that you could do a workshop to educate them and then we'll pay for you to educate them?" And that makes their life easier.

Marianna: Okay.

Dr. Nina: So that's about the only thing that comes to mind right now. Did I understand your question?

Marianna: Yeah and that's great. Thank you.

Dr. Nina: Okay.

Linda: Okay next question please.

Female: How long in advance do you need to contact a sponsor? Like if you have an event in a week, I know that's too short, but is there any rule of thumb?

Linda: I think that you should look at, first of all know there's no real rule of thumb because it depends on the type of sponsors. Everything always says "Oh that's great", but it depends, you know, everything is always it depends. So if you're going to have a local business sponsor you and you just want them to show up, if you don't want any cash where they have to actually go into a budgeting process, the people might give you coupons. I've done activities where we've gone over to a local restaurant and ask them if they have any discount coupons we can put into a bag and I'm thinking that they're going to need a huge lead time. They're like you want to wait five minutes I'll give them to you. So it all depends on what you're asking for.

If it's a major corporation they usually want three months minimum and if you know the people already and you're going to give them your proposal they'll let you know when their funding cycle is which is usually October of the preceding year and so if you were to look at it that way you could say "If I don't have my information into them by October then the following year I would not be in their budget so I won't get any money.

Linda: Okay thank you. Next question.

Male: Hi Dr. Nina. How did you approach some of these sponsors initially? Was it you made a phone call or you had a relationship? And when you did finally contact them was it usually in written form or in person?

Linda: Everything is it depends. So like when I had the IRS as a sponsor they bought some of my stuff and then asked me to speak. I flew to Washington, D.C. and one of my friends was already doing business with the government and she said "Go over to this office." And when I went to that office they said "Oh the people in the IRS have been asking for something because the people are stressed out and they want to know if you have any tapes or whatever they can use. Oh of

course I do." So that happened. So that was like a word-of-mouth second row down referral. So like they say you're six degrees of separation.

Some nights when I'm out speaking, like I've been to Rotary, Kiwanis or Optimus, things like that, or church groups and you announce that you're looking for a sponsor and people will say "Oh I work for this particular company. You'd be a great speaker. Do you have a book? We're having an activity coming up. What would it take for us to work with you?" So I also have my non-profit organization. In order to get people to sit on the board we go through a nomination process and people who know people refer them. So relationship building is key in doing all of this.

So if you have something that they can use to represent you then that's always great. And that's what you're going to be learning to do through this course is create your template and your proposal and when they ask you "Well what are you doing? Why should I answer your phone call?" I've called people up on the phone because I saw a commercial and I said "You know what I want them to be my sponsor." And then I called up their corporate offices and I just said "Who's the community liaison? Other times I'd say "Who's the marketing rep? Who can talk to me about XYZ?" And then when the person calls back I'm telling them "Oh this is so exciting and I just really wanted to talk to you." And they'll say "Well what's going on?" I'm like "Well there's lots of things that could be happening and I want you to be part of it", and I'd be really vague and then ask them what they were looking to do in the community or with their marketing dollars or whatever.

And then as soon as I got a clear idea about that then I would put that into the proposal and ask them to represent me. I think now that we're on a team sometimes you have to just go for it. You choose a sponsor that you think fits well with your demographic or your product or your event, whatever the property is, and you call them up and you get really excited, and then qualify them so that they can represent you to whoever. I like to talk to people on the phone a few times and how is it going over there? Since I live in sunny California and I live near the beach I like to tease people about that if I know that they are having really crappy weather I'll say "Wow, you know, when you guys come out here to the LA area you should come visit me. I'm over here by the beach. We have sunshine, this and that." And

they're like "Oh wow." And I do it from a human level versus always thinking oh this is a big bad corporate people who are going to be intimidating.

I joke around with people and they'll say "Sometimes we go to conferences out there. Hey when I'm in town I will look you up." Or I'll say "If I came out to your city what would be the favorite place you would want me to meet you for dinner. Silly things because people are human beings first and they want to have some fun. So I try to bring some levity to the situation.

Linda: Okay. Well this is great and unfortunately we don't have time for anymore questions. I mean I could probably talk to you for the whole hour but unfortunately we've got to get to some other stuff, the lesson plan for tonight. But I want to thank you so much for being on, and you know what, you confirmed a lot of what I've been telling everybody the thing about the three month lead time minimum listening to the needs of their sponsors promising deliverables. And mostly making that human connection because people think oh I'm writing a proposal for this big corporate conglomerate or I'm talking to somebody.

But you know as you confirmed here, people do business with people, people don't do business with faceless corporations and you have to establish rapport, you have to establish those relationships, and you have done it so well. All right well thank you so much.

Dr. Nina: Okay bye sweetie.

Linda: Okay bye.

## CONCLUSION

**N**ow you've completed the program and you're ready to go out and get some great corporate sponsors. So remember to open your minds. So if you see a billboard or hear a radio commercial you'll think "Hey maybe I can work with that sponsor." And I want you to get into the no fear zone and know that you have no limits. Most importantly is get out of your office, get your butt off of that chair. It's good for you, it's good to walk, get that circulation going and when you take your walk take a walk at a tradeshow because exhibitors at tradeshow are great perspective sponsors.

I approached a financial services company at a tradeshow to be a sponsor, and you know what, they already had a file on me. They already knew about me. So I gave them my information, I called them back, we did a deal together. And go at times where they're not so busy. Don't go on the breaks when everybody is there talking to that tradeshow person go when the seminars are ongoing, maybe on a Sunday afternoon if the tradeshow ends on Sunday, those are usually good times to go and talk to the people at those tradeshow. Because they may not be the contact person but it'll give you an idea, it'll stimulate your brain to that company as a sponsor. And you can ask whoever's working the booth "Well who do I talk to and can I use your name?" And make really, really good notes.

Most importantly I want you to move ahead with confidence and I want you to take action. When I wrote my book *"Bags to Riches"* the commonality of all the multimillionaires and the top business leaders that I interviewed was that they had an idea and they took action. And I want you to know that we have been sold a bad bill of goods because we've been told that knowledge is power and that is totally false, knowledge is not power. Action on that knowledge is power and action is what distinguishes successful people from those who just dream of success.

And I want to tell you the story of Estee Lauder because Estee Lauder the cosmetics queen is one of my idols and one of my mentors because she started her business in the 30s and the 40s. She had no role models at all there were no women running global conglomerate companies but she had a passion and she had a drive

to build that company and to be one of the first women to that and one of the pioneers of her generation. So basically she started her business doing what we now know as makeovers in the local beauty salon and she knew that to move that business to the next level she needed to get her product line into department stores. So she found out about something called a Buying Office and this magical place if they liked you and liked your product line they can place it in department stores all over the country.

So this was an extremely important meeting for Estee Lauder. She got there at 9:00 in the morning precisely; sat down, they told her they couldn't see her. A lot of other people came in and got to see the buyer, got through that door to see Miss Big Shot behind there, and she kept waiting. And they said "Why don't you come back another day? We're just not going to be able to see you." She said "It's okay I'll stay right here." Well lunch rolls around, they leave for lunch, they come back and she is still sitting there like a piece of furniture. Remember this is the 30s and the 40s she didn't have a cell phone, she didn't have a laptop, she didn't have nothing she was just sitting in that chair. And you could imagine what they probably were thinking, oh my God is that crazy woman still here? When is she going to leave?

So she's sitting there feeling invisible. At one point she almost starts to cry but she holds back and finally 5:00 rolls around and even the Receptionist leaves. So the buyer does emerge from behind her office and she says "Oh my God are you still here?" And Estee Lauder says "Yep, I'm still here." And she says "Well okay I'm going to reward your patience. Let's take a look at what you have." And apparently that buyer was so impressed not only by the cosmetic line but by Estee Lauder herself and her integrity and her perseverance that she placed the Estee Lauder line in department stores all over America. And that was the business model that grew that company into a global conglomerate because after America they tackled England, they tackled Australia, they tackled the Asian countries, they tackled Europe, but it all started with that one pivotal business meeting for her where she had a vivid vision and she took action.

So now you've done the work, you've written your proposal, you've got the knowledge, you've got the confidence, now you're going to step into your greatness, you're going to do what you love, you're going to get those great sponsors to help make it happen for you. I want you to call me, I want you to email me, let me know how you're doing. I am not one of those instructors who does a disappearing act. Anybody who knows me will tell you that I am there for all of my clients and all of my students cheering them along the way, giving them hints, giving them strategies, giving them tools that'll make it happen for them. So please call me or email me, let me know what's going on, and I can't wait to hear your success story.

Thank you so much and I'll can't wait to hear your success story.

Dedicated to your success,



Linda Hollander  
Wealthy Bag Lady



**Linda Hollander** is known as the "Wealthy Bag Lady". She is the author of the #1 best-selling book, *Bags to Riches: 7 Success Secrets for Women in Business*. She is the founder of the Women's Small Business Expo. She has become the industry leader in teaching people about success with corporate sponsors and is the president of Sponsor Concierge and the International Association of Sponsorships.

Her corporate sponsors include Wells Fargo, Epson, Citibank, Fed Ex, American Airlines, Staples, Health Net, Hansen's, Bank of America, Marriott Vacation Club, Wal Mart and IBM



# ATTRACTING CORPORATE SPONSORS

You'll discover:

- How to attract your sponsors
- The 3 biggest mistakes people make
- Creating winning proposals sponsors can't refuse
- How to get to the decision makers
- How to turn a "no" into an enthusiastic "yes"
- Compelling benefits that make sponsors open the checkbooks
- Know how much money to ask for (Don't sell yourself short)
- The secret to getting free media
- Spotlighting your assets
- Expert advice from Linda Hollander and sponsor industry professionals
- Getting your sponsors to renew again and again



A division of Wealthy Bag Lady



**WealthyBagLady.com**  
SponsorConcierge.com  
866-966-3624