

# ATTRACTING CORPORATE SPONSORS



WORKBOOK



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



**LINDA HOLLANDER**  
WEALTHY BAG LADY



# Welcome

## We're all in the life-changing business

This information is for speakers, authors, business owners, associations, event planners, journalists, entertainers, and non-profit charities, anyone who changes people's lives and has a mission to make a difference in the world.

Here's my story. I wanted my life to make a difference. My mission became empowering women to reach their dreams through entrepreneurship. As a woman on a mission, I started my businesses, wrote books and founded the Women's Small Business Expo. I've done powerful events and changed many lives, but it never would have happened without corporate sponsors. They gave me the resources I needed to live my purpose.

Everyone asked me how I got these top tier corporate sponsors and I saw the need for teaching the strategies and tools that anyone can use to get sponsors to finance their businesses.

Don't think of sponsorship as free money. The ideal sponsor relationship is a true win-win partnership. You and your sponsor both receive great benefits.

Don't worry if you're just beginning. In this course, you'll find that there are ways get sponsors for your new property. You can even sell sponsors on the concept.

Now I have a new mission: to empower you so that you can use the awesome power of corporate sponsors. With the resources that sponsors provide, you can live your passionate life and do it bravely.

America's top companies use the power of corporate sponsors. Why not you? Why not now? Think of this course as a buffet of ideas. You'll hear many new and different concepts. You'll get the confidence to hold your head high and know that you have great value and benefits to offer your corporate sponsors. Now, go out and discover your greatness. I'll be waiting to hear your success story!



**Linda Hollander** is known as the **Wealthy Bag Lady**. She is the author of *Bags to Riches* and the founder of the Women's Small Business Expo. Her corporate sponsors have included Wells Fargo, Fed Ex, Epson, American Airlines, Bank of America, Staples, Wal Mart / Sam's Club, Omega World Travel and IBM.

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# **User's Guide**

# How to Use the Sponsor Proposal Template

Write the sponsor proposal in the third person. Avoid words like "I", "me" and "we". Your entity (your organization, event, charity, book tour, show, non-profit organization, product line, speaking tour, etc.) will be referred to as the "property".

---

## ***Cover Page***

Think of a tagline and the major benefit to the sponsor, such as connecting their brand to women entrepreneurs with purchasing power.

Use logos, graphics and visuals whenever you can for a professional look.

For stock photos, go to these web sites:

<http://www.masterfile.com>

## ***Splash Page***

These are the quick facts about your property. List the juicy benefits and all the information the sponsor needs to know such as dates, locations, attendance, etc. This may also be used as the proposal brief. Do this page last.

## ***Table of Contents***

This is optional, but it does force you to organize the proposal and makes it easy for the reader. In the Microsoft Word document, you can update the table of contents by right-clicking on one of the fields. Then choose update field and then update entire table. The page numbers will automatically fill in. If you want to add new categories to your document, just enter them as headlines and they will be added to the table of contents.

## ***Goals for Sponsors***

I like to put the goals succinctly into a box for easy reading. Everything in the proposal should support this goal. Remember this is the sponsor's goal, not yours.

## ***Founder's Story and Photo***

Be sure to make the story captivating and use a good quality photo. You want to pull the reader in and establish an emotional connection. Appeal to their humanity and make them see the founder as a real person. Describe the dedication of the founder and their purpose.

## ***Story of the Property***

Continue the story, hook the reader and reel them in here. Talk about how the property was created, and the people you've helped. Remember to relate the story to the sponsor and their goals.

## ***Mission Statement***

The stated purpose of your organization or event complete with how you measure success.

## User's Guide

### ***Description of Program***

If you're doing an event, describe it here. Will there be speakers? Are there trade show booths? For a non-profit, describe how you help the association members or recipients of the charity. You can also describe your book tour, products, services, speaking presentations, radio or television show, columns you write, etc.

### ***Sponsor Benefits***

Make your offering benefit-rich. List all of the opportunities and be as specific as possible. Avoid general statements and promise deliverables.

### ***Demographic Information***

Be specific about your demographic. Include gender, age range, education, household income, buying habits, etc. Also list the psychographics and how the sponsor can benefit from this target audience.

### ***Media Opportunities***

Hopefully you've acquired in-kind media partners. Describe them and remember to use specifics, not generalities.

### ***Ultimate Marketing Plan***

Describe everything you will use to get the word out including traditional and non-traditional media. Include short and long-range plans.

### ***Cause-Related Marketing Opportunities***

Describe how the sponsor can use your property to create an image of doing good for the community.

### ***Strategic Alliances***

With strategic alliances, you can broaden your reach and add value to your sponsors. Describe your association partners and alliances here.

### ***Advisory Board and Management Team***

Describe the influential people on the board and staff along with their accomplishments.

### ***Charitable Partner***

Tell the sponsor about the work of your chosen charity.

### ***Present and Past Sponsors***

Let the sponsor know they're in good company. Include their logos if possible. This gives the proposal a professional look and adds credibility

## User's Guide

### ***Testimonials***

Put in as many testimonials as you can. If you have photos, use them with the testimonials. You can put the testimonials in one section, but I like to pepper them throughout the proposal to make sure they get read and to create interest.

### ***Year-Round Multi-Benefit Packages***

You've come this far. Don't turn back on me now! This will be the hardest part of the proposal, but if you've laid down a great foundation with your story and benefits, this will be a piece of cake. Remember to think outside the box and ask for big sponsorship fees. Don't sell yourself short. Instead of reducing your prices, get creative and add more benefits. Refer to your assets and their related benefits. Call the sponsorship fee an "investment".

Try not to call the different levels of sponsorship Bronze, Silver, Gold, etc. Get creative. Habitat for Humanity has the Golden Hammer, Silver Hammer, and Master Carpenter.

### ***Call to Action***

Restate the main benefit to the sponsor and ask for action now.

### ***Back Page (Optional)***

If your proposal will be printed, it's good to have a back page with your logo, tagline, sponsor benefit and all contact information

### ***Formatting the Sponsor Proposal***

- Give your contact information in the footer on each page or each 2 page spread. That way, if the pages get separated, the sponsor still knows how to contact you.
- Don't email a PowerPoint presentation, because they might not be able to open it.
- Email your proposal as an Adobe PDF document. This is the industry standard and can be opened by anyone. If you do your initial document in Word, convert it to an Adobe PDF document.
- If you send a hard copy of your proposal, print it on the best bright white paper you can find with heavy stock on the front and back of each page. Then take it to the local copy store and have it comb-bound with a nice backing and an acetate overlay for a professional look. If you send out lots of proposals, you may want to invest in your own binding machine available at office supply stores.
- Pay attention to the details. Have someone proof-read your proposal for typos and grammatical mistakes.

### Definition of Sponsorship

A cash and/or in-kind fee paid to a property in return for access to the commercial potential associated with that property.

### Why Would a Company Sponsor You?

- Increase brand loyalty
- Create awareness and visibility
- Change / reinforce image
- Drive retail traffic
- Grow customer base
- Open up a desirable geographic territory
- Showcase community responsibility
- Sample and display brand attributes
- Entertain clients
- Narrowcasting- A company can hone in on a niche market
- Recruit and retain employees – events are used as perks for employees
- Merchandising opportunities
- Incentives to retailers, dealers and distributors
- Direct connections with target market
- Putting a friendly face on the company
- Be known as a good corporate citizen
- Forge new links with opinion leaders
- To be on your advisory board if you have influential opinion leaders
- Reward top salespeople
- Attract new customers
- Thank old customers
- Demonstrate category leadership
- Open new channels of distribution
- Create customer loyalty
- Opportunity to test a new product or service
- To make people aware of a line extension
- Chance to tell the public about a lesser known part of the company
- Damage control
- Identification with a particular lifestyle
- Enhance commitment to a demographic or ethnic group
- Drive sales



# **Tips on Successful Sponsorships**

## Tips on Successful Sponsorships

1. Sponsorship is not about your needs. It's about achieving the sponsor's goals. You need to accept this to be successful in the sponsor game.
2. Try to get sponsorships from companies that are a natural fit for your property.
3. Don't think of sponsorship as free money. The sponsor is not your "Sugar Daddy". They are your partner. Once you get the check, you're just getting started. You need to provide value to a sponsor, give them frequent reports and communicate with them on a continual basis to make sure you're meeting their needs.
4. When you make your initial call, ask for the marketing department. You may also find money in the public relations department, community affairs, sales, advertising, promotions, brand or product management, public affairs, or supplier diversity. Human Resources is less desirable, but some companies have money there. My clients get really excited when there is a sponsorship department, but this typically is a screening device where only a small percentage of proposals are approved. I've often thought of the sponsorship department as a black hole in space, where things go in, but are never seen again. Remember that you can get a "no" from one department in a company and a "yes" from another. It's happened to my clients again and again.
5. Logo identification on banners and printed materials is now considered a secondary benefit. Sponsors are looking for connections, not just exposure.
6. Be sure your proposal can stand on it's own without you explaining it. Your contact person in an organization may have to show it to their colleagues before getting an approval.
7. With sponsorships, less is more. Just a few large sponsors are better than many smaller sponsors. Sponsors don't like clutter (think of NASCAR).
8. You may want to prepare 2 proposals: 1 full proposal and 1 brief proposal. Some sponsorship seekers submit the brief and then present the full proposal at the first meeting.
9. If you partner with a charity, make sure it's a good fit. If you're doing a women's event, don't donate part of the proceeds to an animal charity. Instead choose a breast cancer charity, women's abuse shelter or Habitat for Humanity that will build a home for a single mom.
10. Don't promise more than you can deliver. For an event, be realistic about the projected attendance. It's very easy for a sponsor to see that you don't have as many people as you promised. Once you burn your bridges, you may not get a second chance.
11. Try not to make general statements that can't be supported by solid facts.
12. When researching your demographic think of the print publications they read and the radio stations they listen to. Then call for a media kit. This will give you great information about the target audience and their buying habits.
13. Expand your vision. If you're a speaker and author who runs an event, don't just get an event sponsor. Instead, get a corporation to sponsor your entire brand: the event, speaking, media, products and book tour.
14. Have an outline of the different sponsor packages, but tailor each package to the particular sponsor's needs.
15. Don't price your sponsor packages so that you only get enough money to cover your expenses. Sponsorships are about the value and assets you bring to a company, not just covering your costs.
16. Include pricing in your proposal. I like to price the different levels of sponsorship in round numbers. Instead of \$9,999, I would put the price at \$10,000. I also don't like to see

- range pricing, such as \$10,000-\$14,999. If they're getting the same benefits, it's tempting for a company just to pay the lower amount.
17. Don't price your assets a la carte. Create multi-benefit packages for your sponsors that include exposure, media, direct response, etc.
  18. Photos usually look better when they are framed within a black border.
  19. In sales "No" usually means "Not yet. I need more information." or "You haven't listened and responded to my needs."
  20. Don't mass produce your sponsorship proposal or send generic form letters.
  21. Remember that the proposal should tell the prospective sponsor enough about your property to get a phone or an in-person meeting. When negotiating, try to meet the sponsor in person, rather than a phone call. If the sponsorship fees are big enough, you may want to fly in to close the deal with a prospective sponsor. The proposal should be 10 pages or less.
  22. Offer marketing solutions that are relevant to your prospective sponsor, not just information. Tell them how you can solve their issues and challenges
  23. Talk to the sponsor about activation, this is how the sponsor will promote your property. Sponsorship is a two-way street. You don't have to do all the work. For example a retail store can display posters and take-one brochures about your event.
  24. Use research and statistics to strengthen your offering. Be very specific about your demographic, the media partners, and your marketing plan.
  25. Most people don't do enough follow-up after the initial contact. Tenacity is one of the traits of successful sponsorship sales. Many businesses do their budgets in September and October for the following year. This is a good time to make your initial contact.
  26. When following up with a sponsor, don't say, "Did you get my proposal?" Instead say, "I'd like to talk to you about the proposal that I sent over. There are some new developments that I think would benefit you and your company."
  27. Do plenty of pre-media and post-media for your event.
  28. Remember that a big part of your brand is your integrity. Your word is your bond and you always do what you say. Always be on-time or early to both in-person and phone appointments. If you can't finish something on time, call your sponsor and let them know you're working on it. Never try to fake an answer to a sponsor's question. Admit that you don't know and tell the sponsor that you'll get back to them with the information.
  29. Be clear about the sponsor's goals and their expected return on investment.
  30. When you meet with a prospective sponsor always have a contract with you. They may be ready to sign a deal. If they are deciding between 2 different packages, bring a contract for each package and ask them which one they would like to authorize. You can always cross-out clauses and make changes on the spot.
  31. Keep your contracts as short as possible and be specific about the sponsor's benefits and rights.
  32. When you get to the right person in the company, find out who their colleagues are and how to reach them. If they leave the company, you can contact their colleagues.
  33. Deal with problems before they get out of hand.
  34. Don't be afraid to ask for the order. If you are turned down, ask why. This will give you great feedback for approaching the next sponsor.
  35. Trade concessions, don't give them away. Whenever you are asked to give a concession in order to close the deal, always create a "quid pro quo," something for something. People may not respect you if you crumble under pressure. Remember, if you just give, they will just take. Always seek a trade.

## Tips on Successful Sponsorships (Continued)

36. Telephone sales skills are crucial. If your sales skills are weak, take a course or hire someone to do the phone solicitation for you.
37. Think carefully before selling your naming rights. Many sponsored properties regret this decision.
38. Decide if certain sponsors, such as alcoholic drinks or cigarette sponsors would be appropriate for you.
39. If you're looking for a charity, go to <http://www.charitynavigator.org>
40. Check references of a prospective charity through <http://www.give.org>
41. It's best to have one charitable partner, rather than a few different charities.
42. If you have a charity, remember that the sponsor's decision is usually not solely based on the fact that your charity is doing wonderful work. Sponsors need a return on their investment. That being said, I had once had a client who got a great sponsor for a leukemia charity because the CEO had a son with leukemia. Occasionally this does happen.
43. If you're a 501(c)(3) charity, include all of your official papers when you submit your proposal.
44. If you're a non-profit, include testimonials of people you've helped. Have the charitable recipients tell their stories at your live event and be sure to get plenty of video coverage and photos.
45. Americans are very receptive to cause-related marketing by companies. 80% believe it's good for companies to support causes.
46. Receptivity to cause-related marketing is greatest among those most likely to make key purchasing decisions: women (84%), parents of young children (81%) and individuals (81%).
47. Connect sponsors to each other so they can do cross-promotions. You can even host a sponsor summit.
48. Walk away from bad deals. Don't be so emotionally-invested in your project that you're afraid to get up and walk away.
49. Make an emotional connection with your sponsor. Business is done between people, not faceless companies. Don't write a dry proposal full of numbers and statistics. Your proposal should include stories, testimonials, emotion, personality and even humor.
50. Remember, it's about them, not about you.

## Things in the Package That May Have Little Value to Sponsors

- Logo on banners, press releases, promotional materials and on-site booth. (*Yeah, so what? Who will see my logo? What other logos will be there? Will there be clutter?*)
- Event will endeavor to publicize sponsor's involvement. (*What does this mean? Who will it be publicized to? What are their buying habits? Where will it be publicized?*)
- Positive public awareness. (*What does this mean, exactly?*)
- Sponsor will get media exposure (*What media? What is the circulation, viewers, listeners? What are their demographics?*)

## Possible Categories for Sponsorships

When trying to identify possible sponsors, think of categories first. Then list the companies in that category. Get creative and list the possible top tier and second tier sponsors in each category.

Banks  
Financial Services  
Credit Unions  
Utilities  
Software Companies  
Aerospace  
Cosmetics  
Booksellers  
Universities  
Staffing Companies  
Communications  
Office Supply Stores  
Insurance Companies  
Car Companies  
Broadcast Media (Television and Radio)  
Airlines  
Retailers  
Gasoline Companies  
Office Supply Manufacturers  
Apparel Manufacturers  
Health Care & Pharmaceuticals  
Consumables  
Computers & Peripherals  
Electronics  
Personal Care Products  
Household and Cleaning Products  
Printing Companies  
Food Service  
Department Stores  
Associations  
Search Engines  
Women's Products  
Men's Products  
Children's Products  
Diet Products  
Athletic Gear  
Web Sites  
Internet Service Providers  
Hotels  
Shipping Companies  
Print Media (Magazines and Newspapers)  
Restaurants

## Powerful and Effective Phrases

(Use them as needed)

- Measurable response
- Diverse, integrated marketing opportunities
- Industry standard
- Targeted marketing messages
- Encourages diversity
- Qualified media coverage
- Improve market share
- Increase customer base
- Database marketing opportunities
- Cause-related marketing opportunities
- Generous hospitality components
- Increase product exposure
- Enhance existing marketing efforts
- Develop qualified sales leads
- Growth communities
- Diversity
- Baby Boomers
- Matures
- Generation X
- Generation Y
- Teens
- Tweens
- Disposable income
- Tremendous purchasing power
- Consumer needs
- Solidify client relationships
- Increase sales
- Integrated marketing program
- Pre-marketing campaign, marketing during event and post-marketing campaign
- Access to proprietary database

## How to Sell a First-Time Event or a New Sponsored Property

- Get your media partners first, and then leverage them to get corporate sponsors.
- To build credibility, create strategic alliances with associations, established businesses, charities, and successful events with a track record. You can even partner with a competing event, business or charity and turn them into your ally.
- Get influential people on your advisory board.
- Do plenty of research on the companies you plan to approach. Use the internet and request the company's annual reports.
- Talk about short-term and long-term marketing so sponsors know you're in for the long haul.
- Be realistic about your projected attendance, demographics, extended reach, etc.
- Use magnet sponsors – impressive companies with household names can be in-kind sponsors to draw-in cash sponsors.
- If a sponsor wants to cut the fee because your property doesn't have a track record, tell them you'll consider it if they commit to a full fee sponsorship for the next (year or event). Tell them that if they are not satisfied they can withdraw in a certain time period.

## Assets and Their Related Benefits

Asset	Related Benefits
Displaying company logos and marks	Promotional rights
Your demographic	Access and sales opportunities
Publications and Marketing Materials	Recognition
Signage	Exposure
Web Page	Extended reach
Locations	On-site branding
Trade show booth or tabletop	Relationship marketing opportunity
Speaking opportunity	Chance to promote new products, reinforce brand and establish goodwill
Media	Extended reach
VIP Opportunities and Hospitality	Incentives for clients and employees
Talent	Promotional tie-ins and involvement
Broadcast Media	Visibility
Email Campaign	Direct links to company website
Public Relations	Enhance corporate image with shareholders and the public
Charity Tie-In	Tax write off and creation of goodwill for sponsor's brand
Media Buys	Reinforcing brand image
Exclusivity	Guarantee of no competitors as co-sponsors
Award Presentations	Cause-related marketing and media
Other Sponsors and Partners	Added value and cross-promotions



# **Sponsor Proposal Template**

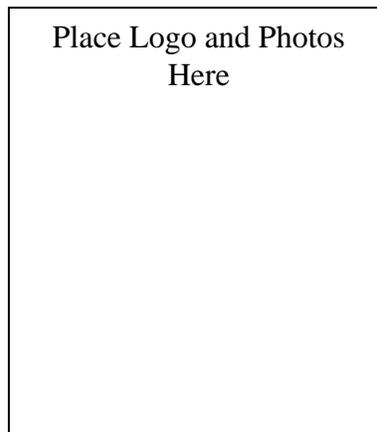
# Sponsor Proposal Template

## Cover Page

---

### Sponsor Proposal for Your Company Name and Tagline

#### Main Benefit to Sponsor



Very strong endorsement from well-known person can go here

Contact Information Here

## Sponsor Proposal Template

# Splash Page

(do this page last)

List juicy benefits and sizzling bullet points about your property, but don't over-hype.

Remember to promise deliverables.

Include logos, photos, other sponsors, etc.

You can also list the quick facts about your property at a glance.

The splash page may be used on its own as a proposal brief.

# Sponsor Proposal Template

## Sponsor Proposal Template

### Table of Contents

(The table of contents is optional and may not be needed for short proposals)

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# Sponsor Proposal Template

## Goals for Sponsors

**Goals:** Connecting (Sponsor) to the (Demographic), educating them about (Sponsor's Product or Service) and growing the (Sponsor) customer base.

Tell the sponsor about how your company will help them accomplish their goals and visions.

## Founder's Story and Photo

Sponsors want to know the backstory behind your property. Who is the founder? What is their purpose? What were their challenges? Who are their clients? What are their motivations?

Photo Here

## Story of the Property

Continue the story here. Tell about the property, how it came to be, and the people you've helped. Tie this into the sponsor's goals and visions.

## Mission Statement

The stated purpose of your organization or event. Describe how you measure success.

## Description of Program

Give some (not all) of the details of your program, organization, charity, event, book tour, media, show, etc.

# Sponsor Proposal Template

## Sponsor Benefits

List all of the sponsor assets and benefits here.

Some promotional opportunities can include, but are not limited to:

- Branding to (association names and number of members)
- Exposure on (media with information on circulation, ratings, listeners or web site accesses)
- Hyperlink on (your web site and possible partner sites with information on unique visitors and web site hits)
- Cross promotions with (name partners and/or charity)
- Enhance your cause-related marketing by participating in a program that benefits (demographic or recipients of charity)
- Exclusivity in your category
- Display table, signage and your company representatives at the event(s)
- Branding on a national resource list
- Speaking opportunity at the event(s)
- Option to provide premium in show bags
- Free ad in program book
- Option to provide prize giveaways
- On-site sales and sampling opportunities
- VIP passes for staff and special clients
- Promotion in upcoming media (describe)
- Dedicated campaign with pre-marketing and follow-up promotion
- Email blast to (describe demographics and number of people)
- Press Release to various media outlets (describe)
- Year-long coaching program to keep sponsor's name visible
- Making a Difference Award will be presented to sponsor

## Sponsor Proposal Template

### Demographic Information

Describe your target market. Use demographics, psychographics and statistics to back up your points. Tell the sponsor how they can benefit from tapping into the demographic. Example: Women make or influence over 80% of the purchasing decisions in America. Tapping into this demographic gives you access to tremendous purchasing power and consumer needs.

### Media Opportunities

Tell the sponsor about your media partners the media opportunities. For example, instead of using a generalization “Increased media exposure,” say “Our media partners include the Hometown Business Journal which has 60,000 subscribers who are college-educated entrepreneurs 25-54 with median household incomes of over \$100,000.

### Ultimate Marketing Plan

Describe everything you will do to get the word out about your organization or event. Include traditional and non-traditional media, public relations, ambient media, direct response, promotional opportunities, internet media, etc. Be creative and think outside the box here. Remember that public relations strategies are extremely powerful and easy on your budget. Getting a publication to write an article about you or a radio station to interview you creates implied endorsement. You are perceived as an expert and key influencer, not someone who simply purchased an ad.

### Cause-Related Marketing Opportunities

Describe how the sponsor can use your property to increase their goodwill, create a positive brand image, and establish the company as a good corporate citizen.

# Sponsor Proposal Template

## Strategic Alliances

Describe and/or list your alliances and affiliations and tell the sponsor the benefit of the extended reach and the brand equity of your partner organizations.

## Advisory Board and Management Team

The team will make or break your property so give their bios and accomplishments. Be sure to highlight influential people.

## Charitable Partner

Part of the proceeds from the event will be donated to our charitable partner, (describe charity). This charitable partner is a 501(c)(3) non-profit organization, so sponsorship fees may be tax-deductible as charitable donations.

## Present and Past Sponsors

Let the sponsor know they're in good company. A good strategy is to get media and association sponsors first. Then leverage their power to get corporate sponsors.

Sponsor logos here

## Testimonials

Get testimonials from business leaders, the people your charity has helped, attendees at your events, other sponsors and the media. Testimonials can be used in one section, but I like to pepper them throughout the proposal. If you have very strong endorsements from key influencers, you can even put a few at the beginning of the proposal.

Include photos if possible

## Sponsor Proposal Template

### Sponsorship: Year-Round Multi-Benefit Packages

This is the hardest part of the sponsor proposal. Just start by listing all the assets and benefits you can think of. Get creative. Be outrageous. Try to come up with some standard assets and new ones that the sponsor hasn't heard of before.

Restate the benefits and demographics. Let the sponsor know that these are merely guidelines. A customized program will be created for each sponsor. Let the sponsor know if all or part of the proceeds will go to a charity and that they will receive a sponsorship report.

<b>Sponsorship Level</b>	<b>Investment</b>	<b>Benefits</b>	<b>Year-Long Multi-Benefits Package</b>
First Level Sponsor	Lowest Price	List Benefits	Describe package with assets and benefits
Second Level Sponsor	Higher Price	List Benefits	Describe package with assets and benefits
Third Level Sponsor	Mid-Level Price	List Benefits	Describe package with assets and benefits
Presenting Sponsor	Second Highest Price	List Benefits	Describe package with assets and benefits
Title Sponsor	Highest Price	List Benefits	Describe package with assets and benefits

Restate major sponsor assets and benefits.

Other cash and in-kind sponsor logos including media here.

Call to action with toll-free phone number, local phone, address, web site and email.

Don't just list the web site address. Give the sponsor a reason to go there.  
Example: For articles and updates, go to [www.mysite.com](http://www.mysite.com).

# Sponsor Proposal Template

## Back Page (Optional)

Logo  
Here

**Company Name and Tagline**  
Major benefit to sponsor

30

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WealthyBagLady.com  
SponsorConcierge.com  
866-966-3624

# **Pitch Letter**

## Pitch Letter or Cover Email



Date

Contact Information

Dear (First Name),

Wealthy Bag Lady is a national year-long brand which connects your business to the strong demographic of women business owners. The brand consists of a series of media and events around the country including the Women's Small Business Expo in Los Angeles, California. Other benefits of the Wealthy Bag Lady brand are national media, speaking events, conferences, book tours, year-long coaching and webinars. The advertising and marketing campaign will reach over 500,000 people.

We are looking for sponsors and partners that want to reach the strong women's market. Women start businesses at twice the rate of man and make or influence over 80% of the purchases in America.

Our sponsors and partners get maximum brand exposure to entrepreneurial women 25-54 with tremendous consumer needs and purchasing power.

Some promotional opportunities can include, but are not limited to:

- Branding to NAFE (National Association of Female Executives) which has database of over 200,000. The average NAFE member is a college graduate with a personal income of \$72,100.
- Branding to membership of NAWBO (National Association of Women Business Owners) which has over 6,000 members
- Exposure on KRLA Radio with over 200,000 listeners
- Exposure on National Women's Calendar: database of 20,000 individuals and 7,000 organizations
- Cross promotions with Bags to Riches book in national retailers
- Fully loaded booth, signage and your company representatives at the events
- Branding on a national resource list
- Hyperlink to 2 web sites that get over 10,000 accesses per week
- Speaking opportunity at the events, free ad in program books, VIP passes for staff and special clients
- Promotion to highly targeted proprietary list of over 10,000
- Opportunity to do cross-promotions with other sponsors and strategic alliances

32

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866-966-3624

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## Pitch Letter or Cover Email



## QUICK FACTS

### Sponsors

Citibank

Fed Ex

Staples

American Airlines

Health Net

NAFE (National Association of Female Executives) and NAFE Magazine – 2000,000 members nationwide

Women's Calendar – database of 20,000 individuals and 7,000 organizations

NAWBO (National Association of Women Business Owners) over 6,000 members nationwide

### Diversity

In order to promote diversity, Congresswoman Loretta Sanchez, Multicultural Associates, Latin Business Association and Sisterpreneur have been added to the advisory board to encourage the growth markets of Latina and African-American Women Business Owners.

### Charitable Partner

Part of the proceeds from the event will be donated to our charitable partner, Women's Peace Campaign, to help victims of domestic abuse. This charitable partner is a 501(c)(3) non-profit organization, so sponsorship fees may be tax-deductible as charitable donations.

The Wealthy Bag Lady is a strong national brand that will connect your company to the powerful women's market. We are looking for a long-term relationship and have many creative ideas that will help make a partnership with (Company) a success. Please feel free to look over the information I've enclosed and call me when you receive this. I look forward to talking with you soon.

Sincerely yours,

Linda Hollander

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



# **Telephone Scripts**

# Telephone Script for Initial Contact

## **CORPORATE SPONSORS**

Ask for the marketing department.

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

---

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

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

Do you want to make your brand friendlier to (your demographic)?

Have you sponsored similar properties or events before?

Do you do cause-related marketing?

Are you looking for opportunities that generate more revenue?

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

I have a brief proposal. Can I email it to you and call you right back? When would be a convenient time to talk again?

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

Thanks so much. Bye!

# Telephone Script for Initial Contact

## ***MEDIA PARTNERS***

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

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

---

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

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

Do you want to make your brand friendlier to (your demographic)?

Have you sponsored similar properties or events before?

Do you do cause-related marketing?

Are you looking for opportunities that generate more revenue?

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

I have a brief proposal. Can I email it to you and call you right back? When would be a convenient time to talk again?

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

Thanks so much. Bye!

# Telephone Script for Initial Contact

## **VOICE MAIL**

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

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

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

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

I hope to talk to you soon, Thanks so much. Bye!

# **Sponsorship Agreement**

Place Your Logo Here

## Sponsorship Agreement

Agreement made this \_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, by and between \_\_\_\_\_, hereafter known as Sponsor, whose principle office is located at \_\_\_\_\_ and (Your Company), whose principle office is located at (type address including city and state).

This Agreement outlines the sponsorship relationship between Sponsor and (Your Company). Sponsor agrees to provide (Your Company):

List what you want the sponsor to provide here

Sponsor receives the following benefits:

List the benefits that you will provide here

It is further understood and agreed that the conditions and agreements contained herein are binding on, and may be legally enforced by, the parties hereto, their heirs, executors, administrators, successors and assigns.

Neither (Your Company) nor Sponsor shall be liable for the failure to perform their obligations under this Agreement if such failure is due to acts beyond their control including, without limitation, acts of God, acts of the public enemy, acts of government, civil disobedience, lock out freight embargoes or any other cause condition beyond the (Your Company) or Sponsor's control.

All parties agree not to disclose to any other party any proprietary information acquired about the other. All parties further agree not to disclose, without prior written consent of (Your Company) and/or Sponsor, any information obtained about either party.

If, in the event of any dispute or controversy arising out of this Agreement, its performance or breach, and the parties to it are unable to settle the dispute themselves, such dispute shall be submitted to arbitration in (Your County and State). Arbitration shall be initiated by written notice by either party and shall be settled in accordance with the Uniform Arbitration Act as adopted by (your state), by a single arbitrator selected in accordance with the Rules of the American Arbitration from a panel of arbitrators provided by the American Arbitration who have experience with performance agreements. The decision of Arbitrator shall be binding on both parties. As written, this Agreement constitutes the entire agreement between Sponsor and (Your Company).

Agreed and accepted this \_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, by the undersigned:

Sponsor

(Your Company)

\_\_\_\_\_  
Sign Name

\_\_\_\_\_  
Sign Name

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Print Name

Your Contact Information Here

# **10 Steps To Sponsorship**



## 10 Steps to Getting Corporate Sponsors

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



## **10 Steps to Getting In-Kind Sponsors (Media, Charities and Associations)**

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



# **Adding Graphics and Printing Your Sponsor Proposal**

# How to Insert Pictures and Logos into Your Sponsor Proposal

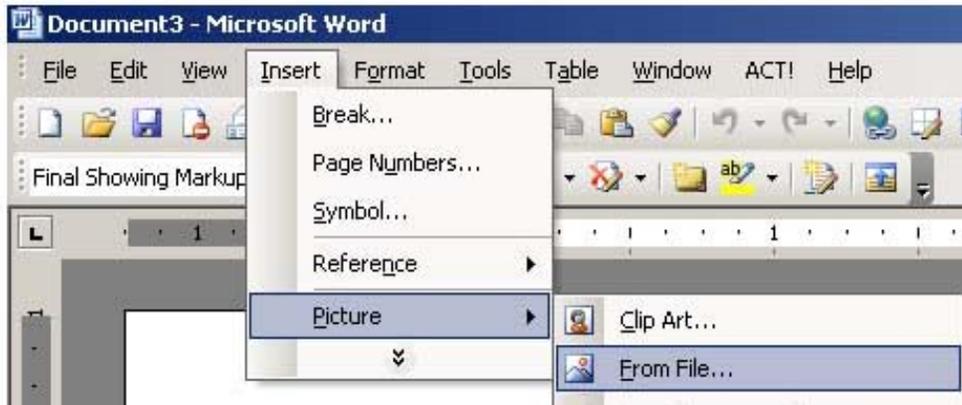
1. If you want a picture from the internet, go to the web site and right click on the image. Choose Save Picture As.



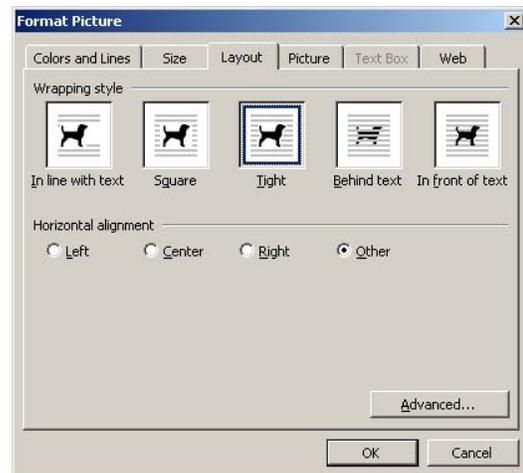
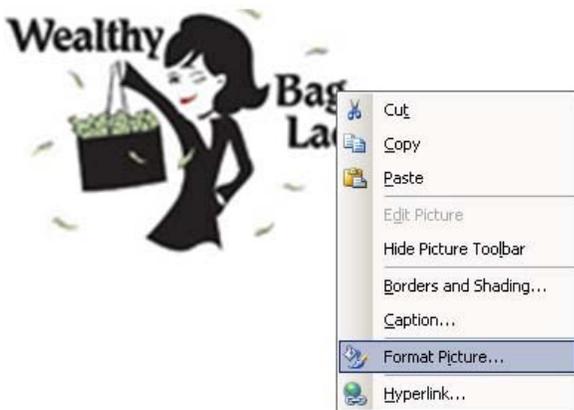
2. Save the picture to the Desktop, name the file and click Insert. Now the picture is on your Desktop.



3. In your Microsoft Word File choose Insert, then Insert Picture from File. Find the picture file on your Desktop and click Insert.



4. Right click on the picture, and then choose Format Picture. In the Layout Tab, click Tight. Then click OK.

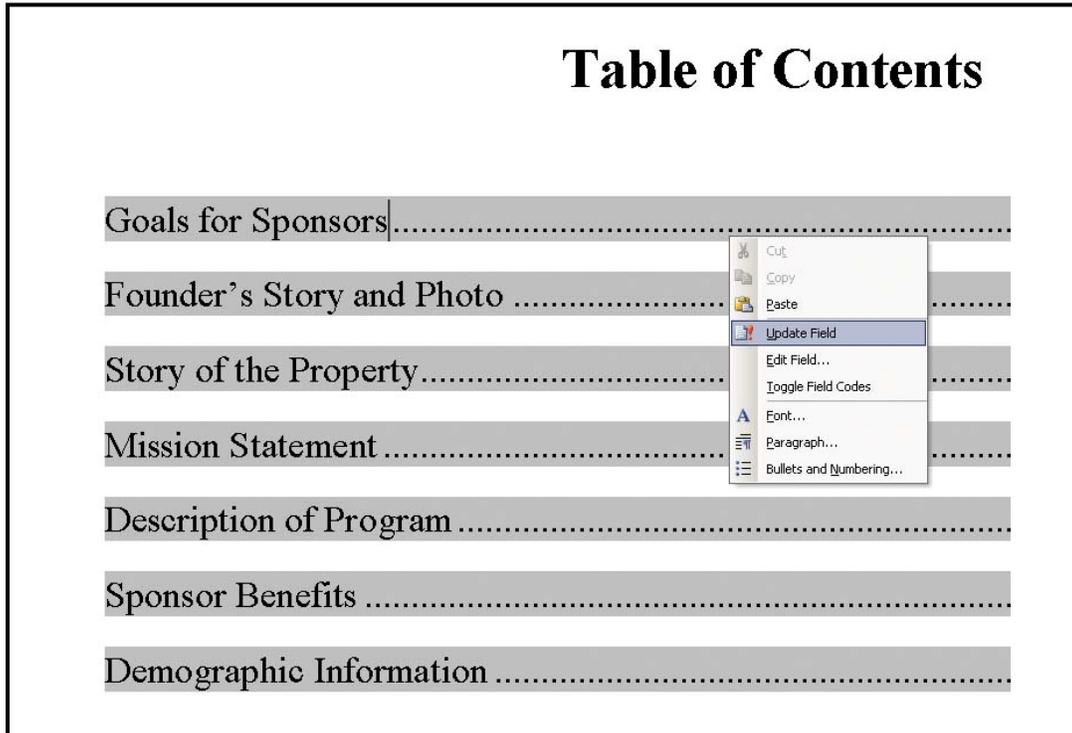


Now you can move, rotate and resize your picture in the Sponsor Proposal.



## How to Update the Table of Contents

1. Right click on entire Table of Contents
2. Click on Update Field.



3. Click on Update Entire Table. Headings and page numbers will automatically update.

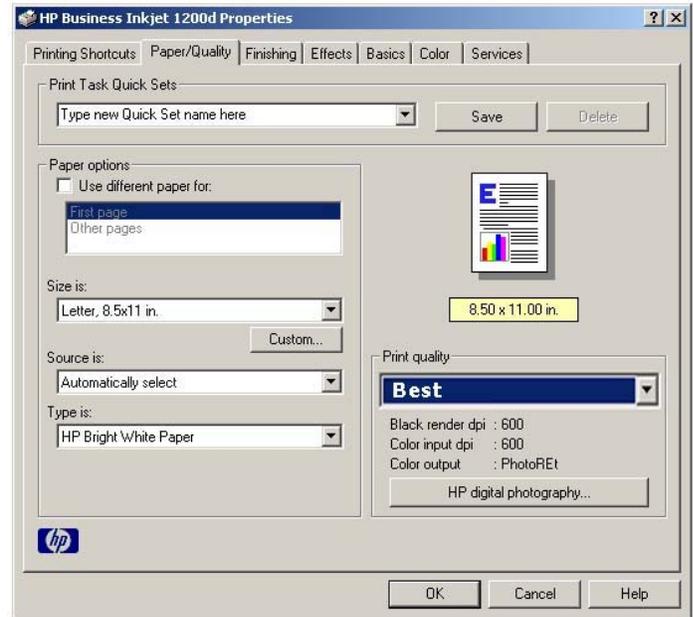


# How to Make a Hard Copy of Your Sponsor Proposal

## 1. Print It

Print your proposal in color on the thickest paper stock that will fit into your printer. I recommend Mohawk color copy premium 100 lb bright white 8.5 x 11 text. If you don't have a high-quality color printer, take the file down to the local copy store for printing.

Use the "Best" print quality setting. Print on both sides of the paper. To print on both sides, your proposal needs to be an even number of pages. If your proposal is an odd number of pages, use the optional back page provided in the Sponsor Proposal Template. It's best not to have a thick proposal. Prospective sponsors are busy and they are more likely to read a thin proposal with fewer pages. This also encourages passing the proposal onto their colleagues.



When printing your sponsor proposal, use the "Best" print quality

## 2. Bind It

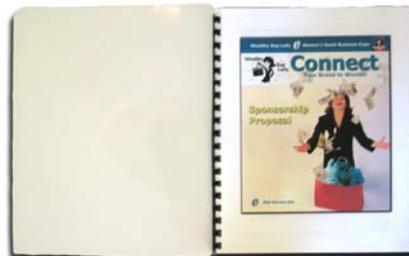
Have the proposal comb-bound at the local copy store. This is a spiral binding with an acetate overlay and vinyl backing.

## 3. Send it

Send the proposal by Fed Ex or UPS. This makes a better impression to your prospective sponsor. For your most desirable sponsors, you may want to email the PDF electronic file and send them a hard copy.



Sponsor Proposal with  
Comb-Binding



Cover Page with  
Acetate Overlay

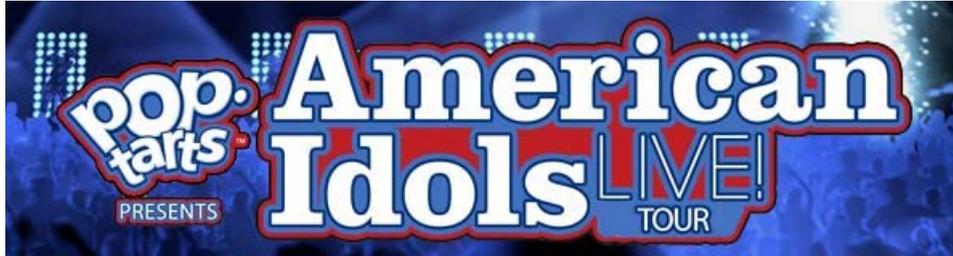


Back Page with  
Vinyl Backing



# Examples

## Examples of Presenting and Title Sponsors



Presenting Sponsor: Pop Tarts

The presenting sponsor's name is not fully integrated into the property since the word(s) "presents" or "presented by" always come between them.



Title Sponsor: Smucker's

The Title Sponsor has its name incorporated into the name of the property.

## Example of Cause-Related Marketing: Target Giving back to schools



Customers are encouraged to use the Target credit card. When they make a purchase, a portion is donated to local schools.

Donating 5%,  
that's \$3 million  
every week.



**Corporate Responsibility**  
Our commitment to the communities we serve.

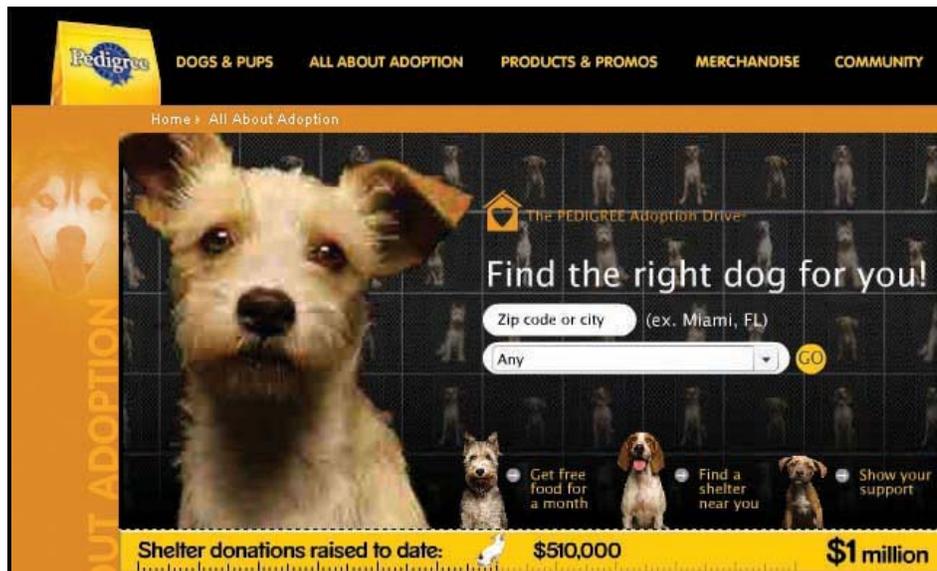
Target donates 5% to local schools. Brand loyalty is created, when consumers decide which schools receive the donation. Diversity is also promoted at Target.



# Example of Cause Related Marketing: Pedigree Dog Adoption Drive



Pedigree is the Presenting Sponsor for the Westminster Kennel Club Dog Show. During the dog show, Pedigree matches all public donations for their adoption drive.



Pedigree works with adoption groups to find homes for loving dogs, gives advice on how to find the right dog for you, and provides free food for a month. They also note that they have raised \$1 million for shelter donations.

# **Glossary of Terms**

# Glossary of Terms

**Activation**

The marketing activities a company conducts to promote its sponsorship. Money spent on activation is over and above the rights fee paid to the sponsored property.

**Ambient Media**

The non-traditional or new media such as advertisements on furniture and promotional items.

**Assets**

The benefits to your sponsor. These can be tangible and intangible. Usually assets are listed in the sponsor packages.

**Audience Composition**

The distribution of an audience into demographic or other categories.

**Brand Equity**

The totality of what consumers, distributors, dealers, and competitors feel and think about a brand over an extended period of time. In short, it is the value of the brand's capital.

**Brand Loyalty**

The consumer's conscious or unconscious decision-expressed through intention or behavior to repurchase a brand continually. This occurs because the consumer perceives that the brand has the right product features, image, quality, or relationship at the right price.

**Cause-Related Marketing**

A sales or promotional partnership between a business and a non-profit for mutual benefit. Money spent on cause-related marketing is a business expense, not a donation, and is expected to show a return on investment.

**Cross-Promotions**

A joint marketing effort conducted by two or more co-sponsors using the sponsored property as the central theme. Sponsors appreciate being connected to each other for mutual benefit.

**Customer Lifetime Value**

The total sales or profit value of a customer to a marketer over the course of that customer's lifetime.

**Demographic Information**

Based on the age, gender, life-cycle stage and occupation of consumers.

**Emotional Appeal**

Marketing that is directed at the consumer's psychological, social, or symbolic needs.

**Hospitality**

Hosting key customers, clients, politicians, employees and other VIPs at an event. Hospitality can involve tickets, parking, dining and other amenities in a specially designated area. Also referred to as client entertainment.

**In-Kind Sponsorship**

Payment (full or partial) of sponsorship fee in goods or services rather than cash. Also referred to as trade or soft dollars.

**Mark**

Any official visual representation of a property which includes logos, emblems and mascots.

**Market**

A group of potential customers who share a common interest, need or desire, who can use the offered goods or services to some advantage.

**Media Sponsor**

TV, radio, print media, internet and outdoor advertising companies that provide either cash, or more frequently advertising time or space to a property in exchange for official designation.

## Glossary of Terms (Continued)

### **Premiums**

Promotional products customized with a sponsor's logo to promote a sponsor's involvement with a property.

### **Presenting Sponsor**

The sponsor that has its name just below or just above the name of the sponsored property.

Example: XYZ event presented by Company A. The sponsor's name is not fully integrated into the property since the word(s) "presents" or "presented by" always come between them.

### **Property**

The entity available for sponsorship. Also known as a sponsee or rightsholder.

### **Psychographics**

Quantified psychological profiles of individuals based on their attitudes and behavior.

### **Relationship Marketing**

Creating, maintaining and enhancing long-term relationships with customers and other stakeholders that result in exchanges of information and other things of mutual value

### **Seeding**

Giving products to trendsetters (celebrities and influential people) to help create buzz.

### **Signage**

Banners, billboards, electronic messages, decals, etc. displayed on-site and containing sponsor's identification.

### **Sponsor**

A commercial entity that pays a property for the right to promote itself and its products or services in association with the property.

### **Sponsorship**

A cash and/or in-kind fee paid to a property in return for access to the exploitable commercial potential associated with that property.

### **Sponsorship Fee**

Payment made by a sponsor to a property. Also called a rights fee.

### **Street Teams**

Groups of young people hired by companies to hang out in clubs, parks, and malls talking to teens and young adults about everything from fashion to finance, trying to pinpoint trends as they emerge.

### **SWOT Analysis**

An acronym for internal strengths and weaknesses and external opportunities and threats, which represent the four categories used by advertising managers when reviewing a marketing plan. The SWOT analysis restates the company's current situation, reviews the target market segments, and itemizes the long-term and short-term objectives.

### **Target Market**

The specific group of individuals to whom the message is directed. Also called target audience.

### **Title Sponsor**

Company that has its name incorporated into the name of the event. Example: Chrysler Classic Golf Tournament.

### **Web Sponsorship**

The right to exploit the commercial potential associated with a site on the World Wide Web, including integrated relationship building and branding.

# **Case Study**

# Attracting Corporate Sponsors

## Case Study



by Linda Hollander, Wealthy Bag Lady

# Case Study

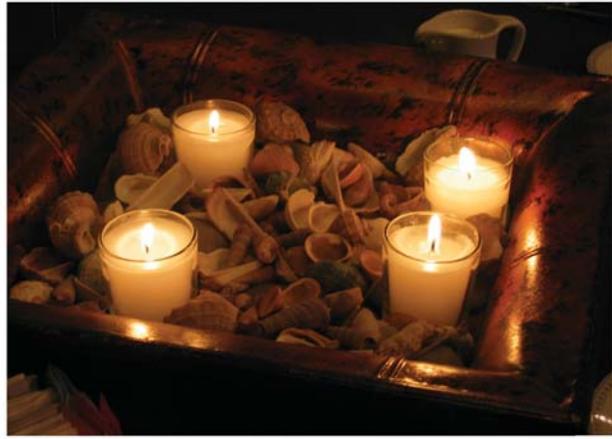


## Sponsors





**Relaxation Room**



**Stress-Free Environment**



**Message Board**



**Massages**



**Trade Show Table**



## Sponsor Ads in Program Book

BE THE BLOOM.  
 BUSINESS WITH VERIZON  
 IS RICHER. DEEPER. BROADER.

Marketing. Manufacturing. Marigolds.  
 Whatever line of business you're in,  
 Verizon can help it blossom in New Jersey.  
 Visit [verizon.com/womeninbusiness](http://verizon.com/womeninbusiness) and  
 give us your bottom line.  
 1-888-693-5533

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**Verizon**

Our Doors Are Open.

Our goal has never been to be the biggest rental car company. Only to be the best. But by embracing a diversity of people, talents and ideas, we are now both. Likewise, our doors will always be open, for all who share our drive to be the best.

For more information, e-mail us at [carole.lakin@erac.com](mailto:carole.lakin@erac.com).

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[www.errandsplus.com](http://www.errandsplus.com)

- Vacation House Sitting
- Sunday Morning Special
- New Mother Rescue
- Romantic Picnic

**Enterprise and Errands Plus**

## Sponsor



### Sunblock Packet in Show Bag



### Exhibitor Table

## Sponsor



**Exhibitor Booth**



**Award Presentations**

# Sample Proposal



# Connect

Your Brand to Women

Year-Round Events include Women's Small Business Expo,  
Fill Your Purse and Women's Small Business Month

**\$2.5 Trillion**

Women Business Owners Spend  
\$2.5 Trillion Dollars a Year

**85%**

Women make 85% of the  
purchasing decisions in America

Promotional Campaign  
reaches over 500,000

**Diversity**

African-American, Latina, and  
Caucasian women business owners

**Charitable Partner**

Junior Achievement

**Present and Past Sponsors**

Citibank, Fed Ex, Staples  
American Airlines, Health Net  
IBM and Wal Mart

[www.WealthyBagLady.com](http://www.WealthyBagLady.com)  
[Partners@WealthyBagLady.com](mailto:Partners@WealthyBagLady.com)

**866-Women-Biz**

LINDA HOLLANDER  
Wealthy Bag Lady

Best-selling author, speaker  
and America's expert on  
women in business





Women's Small  
Business Expo



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

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

Linda Hollander's wisdom resonates with entrepreneurial women who have made the leap to business success. These are the women on the front lines, using their instincts, passion, and every possible waking hour to create a thriving business.

Linda's message resonates with women because it is authentic. She rose from humble beginnings to successful business owner. Her straightforward insight into the challenges and rewards of business owners are truths derived from her own experience.

### **Linda Hollander, the Wealthy Bag Lady**

Linda's no MBA wonk spewing financial data and obscure marketing theory – she's Everywoman with an entrepreneurial message that captures audiences and engages listeners and readers.

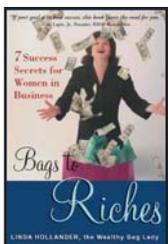
She succeeds with a winning personality and a commitment to helping others achieve their goals. Linda does not so much seek to be a heroine but to enable heroines.

### **Who is the Wealthy Bag Lady?**

Linda Hollander, the Wealthy Bag Lady, and her best friend, Sheryl Felice, founded a custom packaging business called The Bag Ladies which sells custom-printed paper and plastic bags to leading-edge companies.

Her clients include Disney, Cisco Systems, Mattel, Universal Studios, Nissan, Sony, Revlon, CBS, City of Hope, Ocean Spray, Kaiser Permanente, IBM, and Sears.

Linda 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**, a popular international speaker, she is the industry leader in teaching entrepreneurial women about small business success.



Linda's journey was the catalyst for her best-selling book, **Bags to Riches**. Her groundbreaking book has been lauded by fellow business authors, corporate executives and her readers and fans. From there, her career as a consultant, speaker, and frequent radio and television guest took off. Her upcoming book, *Power of the Purse*, will show companies how to market to women-preneurs with purchasing power.

# Top 10

## Top 10 Reasons to Sponsor Wealthy Bag Lady and Women's Small Business Expo

### Women's Small Business Expo

Through the devotion to her attendees, Linda has created a memorable brand and event series with tremendous prospects for growth. Beyond Los Angeles, the active markets of New York, Phoenix, Indianapolis, and Dallas beckon. The Wealthy Bag Lady proprietary list has grown to 20,000 business-owning women. With the strategic partners, the database is over 300,000.

### Speaking and Media Tour

With a media campaign that reaches more than 500,000 people through television, radio and print, the Women's Small Business Expo is an opportunity to educate business owners and foster word of mouth buzz in a highly-networked demographic. It is the ultimate venue for sponsors to maximize communication with female entrepreneurs, build brand awareness, and increase use of your products and services.

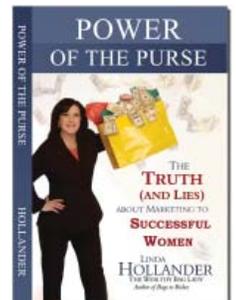
1. Reach the \$2.5 trillion dollar market of female small business owners: entrepreneurial women 25-54 with tremendous consumer needs and purchasing power.
2. Pre-marketing for the Expo will reach over 500,000 people. Event marketing is the best way to connect with women.
3. Make your brand friendly to the diversity markets: Latina, African-American and Asian-American women.
4. Highlight products and services directly to your customer.
5. Have company representatives give presentations at events.
6. Take advantage of the brand equity, media and tremendous following of business women the Wealthy Bag Lady brand has created.
7. Enhance your cause-related marketing by participating in events that benefit the community and empower women.
8. Multimedia promotional campaign includes television, radio, print, direct mail and Internet including social media.
9. Increased word of mouth referrals.
10. Be associated with leading brands (past and current sponsors include Citibank, Fed Ex, Bank of America, Southwest Airlines, Staples, American Airlines, Health Net, Wal-Mart, and IBM).



Linda Hollander accepts the nomination for Top Women-Owned Business by the Los Angeles Business Journal

### Upcoming Media for Maximum Visibility

- Book Tour: Power of the Purse
- Wealthy Bag Lady Blog
- Women's Small Business Month every October
- Lisa Elia Public Relations will coordinate media
- Partner conferences for women
- Webinars and online learning
- Video marketing on the Internet
- Podcasting and live speaking
- Print articles and interviews
- Multimedia campaign: TV, radio, print, Internet



New Book  
*Power of the Purse*

4214 Glencoe Avenue • Marina Del Rey, CA 90292 • Fax 310- 641-5823 • Email: Success@WealthyBagLady.com

**866-Women-Biz** (866-966-3624)

For articles and updates, go to [www.WealthyBagLady.com](http://www.WealthyBagLady.com)



**Women's Small  
Business Expo**



## What Attendees are Saying



"I got two years worth of coaching in one day. I learned how to develop a better web site, media, branding, marketing, and how to network and build success teams with other women. I loved every minute and I'm looking forward to the next event."

-Elinor Stutz, Smooth Sale



"This has been the most dynamic meeting – it has changed my business life. I made important contacts that will move my business to the next level."

-Sally Peoples, Pure and Simple, Inc.



"I put together events and I can tell you that this event is one of the most fabulous events I've ever been to. There are incredible women here who are making a difference and coming from the heart. They really care about who you are and what you do. This is a must for everyone!"

-Judy Foster, Shared Vision Network

## What Exhibitors are Saying

"As an exhibitor, I met 6 new clients. I can't wait for the next Women's Small Business Expo!"

-Adele Phelps, Personal Protection Parties



"Linda, bravo on the Women's Small Business Expo! As an exhibitor, I met 10 new clients at and spoke with hundreds of amazing women. The business I generated more than paid for the cost of the show, including the travel costs. As a participant, the speakers were inspiring. However, the real value for me is that I left with several amazing new relationships with really inspiring and intelligent women that will last a lifetime. I will definitely be back!"

-Kelly O'Neil, Uplevel Strategies



## What Sponsors Are Saying



"Attracting women business owners is necessary for the success of our bank and the best way to connect with women customers is event marketing."

We were impressed by the diversity at the Wealthy Bag Lady Speaking Tour and Women's Small Business Expo. We gave presentations about small business loans. Through the power of the Wealthy Bag Lady brand, we were able to create many new business accounts and establish new loans for deserving women who have built great businesses."

— Mary Mendonca, Bank of America



"Omega World Travel was started in 1972 by a woman, Gloria Bohan. We've found that women are extremely brand-loyal and natural networkers. If you treat a woman well, she will be your customer for life. We are pleased to sponsor the Wealthy Bag Lady. It is a great way to pump up our database and connect our brand to a great cause."

— Malcolm West, Omega World Travel

# Sponsorship: Year-Round Multiple Benefit Packages

The Wealthy Bag Lady Speaking and Media Tour and Women's Small Business Expo give sponsors the opportunity to market to the growth community of women business owners 25-54. These women have tremendous consumer needs and purchasing power. Studies show that women are very brand loyal and recommend their favorite brands to friends, family and business associates—with the overwhelming majority saying they use the same products and services in their home that they use in their business.

A customized program will be created for each sponsor with the following packages as guidelines. All sponsors receive a detailed sponsorship report after each event.

Sponsorship Level	Investment	Benefits	Year-Long Benefits Package
Maverick Sponsor	\$10,000/year	Visibility Access Impressions	Signage and exhibitor opportunities. Recognition from the platform. Branding in national resource list for women business owners. Hyperlink to web sites with over 10,000 hits per week. Logo inclusion in national consumer magazines which have a circulation of over 200,000. VIP passes for staff and special clients to events.
Innovator Sponsor	\$25,000/year	Visibility Access Impressions Connections Direct Response	Branding to national women's organizations including membership of NAWBO, NAFE, and Women's Calendar which have a database of over 300,000. Premier booth locations at events with trade shows. Direct Response: Attendees at events receive special coupons and/or offers to drive customers to your company. Option to provide premium in show bag and prize giveaways. Company representatives can give presentations at events. Option to sponsor breakfast or luncheon. All of the benefits of Maverick Sponsor are included.
Trailblazer Sponsor	\$50,000/year	Visibility Access Connections Direct Response Extended Reach Book Tour Spokesperson Media	Special dedicated advanced campaign to all attendees promoting your company. On-site sales, sampling and speaking opportunities. Inclusion in social media platforms. Endorsed email campaign to Wealthy Bag Lady proprietary database of over 20,000. Wealthy Bag Lady as spokesperson in promotion campaign and book tour to major media outlets. Product placement. All of the benefits of the Innovator Sponsor are also included.
Presenting Sponsor	\$100,000/year	Naming Rights Visibility Access Connections Impressions Direct Response Extended Reach Book Tour Spokesperson Media	Naming Rights as Presenting Sponsor of Women's Small Business Expo and Wealthy Bag Lady Speaking and Media Tour. National media release campaign promoting your company as brand-friendly to women. Product giveaways during keynotes. Direct mail campaign to proprietary list of women business owners. Branding in the national media including print, radio, Internet and television. Dedicated special follow-up promotion to attendees at events. Benefits of all packages are included.

## Charitable Partner: Junior Achievement



A portion of the proceeds will be donated to Junior Achievement to teach kids entrepreneurship. This is a 501 c(3) non-profit organization and sponsor fees may be tax deductible.

## Present and Past Sponsors



This is a great opportunity to join the prestigious group of sponsors who have already partnered with Wealthy Bag Lady and the Women's Small Business Expo. Please contact us and connect your brand with the profitable, growing, and brand-loyal community of women entrepreneurs. Call now and join in the success!

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**Speaking and Media Tour**



**Women's Small Business Expo**

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## Who is the 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***. A popular international speaker, she is the industry leader in teaching entrepreneurs about small business success.

As the founder of the ***Women’s Small Business Expo***, she has engineered massive empowerment events that take place every year all over the country.

She is the founder of Sponsor Concierge, a full-service agency that matches people and their perfect sponsors. She is also the president of the International Sponsorship Association.

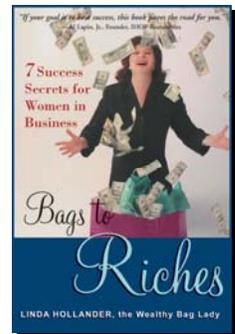
She was the winner of the Caught in the Act of Excellence Award nominated for the best women-owned business award by the National Association of Female Executives. She has over 20 years of experience in business, sponsorships, sales, marketing, design, promotion and creating lifetime customers.

She started out worse than broke. She was buried in debt and couldn’t find a way out of the poverty trap. But that’s not what really bothered her. It was that she was short and had frizzy hair to boot.

She and her best friend, Sheryl Felice, used their girl-power to the max. They launched a packaging business called *The Bag Ladies* which sold custom-printed shopping bags to leading-edge companies. She devised a sales and marketing plan which made the fledgling business profitable in a very short amount of time. As revenues for the company increased every year, she met entrepreneurs, understood what motivates them and how she could increase their success. By the way, she is still short with frizzy hair. Hey, some things you just can’t change.

Wealthy Bag Lady’s corporate sponsors include Wells Fargo, Epson, Fed Ex, Southwest Airlines, Staples, Citibank, Health Net Insurance, Hansen’s, Wal Mart and IBM. Her passions are business, sponsorships, marketing, promotion and packaging (she is a “Bag Lady”, after all).

Linda Hollander owes her success to the wonderful people in her life: Her parents, Bob and Blossom Hollander, Rhoda and Howard Goldie, and her best friend, Sheryl Felice. She lives in Los Angeles, California with her husband, Leslie Greenfield, and their two rescue cats, Carmella and Sneakers.



## Author's Note

### I would love to hear from you...

I hope you were inspired by this information on how to attract corporate sponsors. I've dedicated it to the winning spirit of people like you.

If you have any comments, questions, insights, breakthrough and stories that you would like to share, please call me at 310-337-1430 or email me at [Success@WealthyBagLady.com](mailto:Success@WealthyBagLady.com).

You've got outrageous goals and visions. You've learned about how to attract corporate sponsors. Now it's time to take action. Go for it!

I wish you the best of luck in attracting your corporate sponsors. Live well, have fun, discover your greatness and share your gifts with the world.

I'll be waiting to hear your success story...



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



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