

# **30 Days to Sponsorship**

## **Even if You're Just Starting Out**

**by Linda Hollander, Sponsor Concierge**



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### Who is Linda Hollander?

Linda Hollander has been featured by Inc. and Entrepreneur Magazines as the leading expert on corporate sponsorship. She is the author of book, **Corporate Sponsorship in 3 Easy Steps: Get Funding from Sponsors, Even if You're Just Starting Out**. She is also the CEO of **Sponsor Concierge** and the **Sponsor Secrets Seminar**.



Her sponsors include Microsoft, Citibank, Fed Ex, American Airlines, Wells Fargo, Staples, Health Net, Marriott, Southwest Airlines, Dun & Bradstreet, Epson, Walmart, Bank of America and IBM.

Known as the Wealthy Bag Lady, she has over 20 years of experience as a small business owner and she is the only person to be featured in both Entrepreneur and Female Entrepreneur magazine in the same month. She has also been on NBC, ABC, CBS, FOX Television, Bloomberg Radio, Forbes and Remarkable Women.

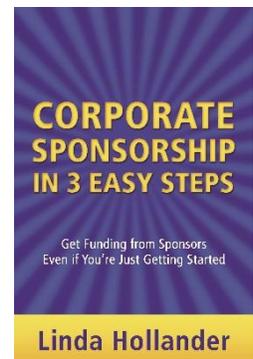
She started out worse than broke. She was buried in debt and couldn't find a way out of the poverty trap and abusive relationships. But that's not what really bothered her. It was that she was short and had frizzy hair to boot.

She and her best friend, Sheryl Felice, used their girl-power to the max. They launched a packaging business which sells custom-printed shopping bags to leading-edge companies.

Despite her shyness, 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.

Disney, Cisco Systems, Mattel, Universal Studios, Nissan, Yamaha, Sony, Revlon, Dunn-Edwards Paints, Sanyo, Avery Dennison, Columbia TriStar, CBS, City of Hope, Union Bank, ASCAP, Kaiser Permanente, IBM, Variety, Ocean Spray, Sears and Infiniti are some of her sponsors and clients. 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 most recent rescue cat, Romana (which some of you may be aware is short for Romanadvoratrelundar).



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### **My name is Linda Hollander and I want to show you how to fund your dreams with sponsors**

I've been working with sponsors for over 20 years and they've allowed me to create my dream business, travel the world, be a public speaker, create profitable events and change people's lives.

### **My Story**

I started my business because I was in the poverty trap. Even though I was living in a rent-controlled apartment, I struggled every month to make the rent. I was never homeless, but I was close to it on many occasions. I had a cat whom I adored, but the landlord didn't like cats, so I had to hide my beloved feline and I was always afraid of being discovered. I would go down to my mailbox and my hand would literally shake because there were bills there I could never afford to pay. That mailbox was a constant reminder of my financial failures.



### **The Abyss**

I was working at the time in a dead-end job. I had to fight Los Angeles traffic every day to get to my office and face a toxic environment. I had an abrasive relationship with my boss, and I had to work with people I didn't like. Sometimes at lunch I would go to my car and cry.

I had the heart and soul of an entrepreneur and my soul was being crushed in my job. I couldn't see a way out of the tunnel. I don't believe we were put on this earth to work our fingers to the bone with nothing to show for it.

In my personal life, I was in an abusive relationship with a man. He didn't abuse me physically, but he sure did emotionally. I stayed in the relationship because I had no self-confidence and thought that it was what I deserved.

### **The Epiphany**

Fortunately, one day I had an epiphany. I decided that I didn't want to live as a victim anymore and I wanted my life to make a difference.

I fired my boss and dumped my abusive boyfriend.

I called my best friend Sheryl and asked her if she wanted to go on the biggest adventure ride of our lives and start a business together. Luckily, she said, "yes."

Now, instead of being the brunt of office gossip and working with people I didn't like, I was working with someone that I loved and respected. We built our dream team.

In college, I was an art major and Sheryl majored in film. Neither of us took business classes at the universities because we thought business was boring. Despite knowing nothing about business, we learned quickly and created a multi-million dollar enterprise. I was able to pay down the debt that was choking me. I also moved out of my rent-controlled apartment and bought my first home as a single woman. My cat could now roam freely and had a great backyard.



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One of the things that I loved about business was mentoring my clients. They asked me how to do sales and marketing to grow their companies.

I also met the man of my dreams at a real estate seminar. His name is Leslie and he is the kindest person I've ever known. We've been married for over 22 years.

### Discovering Sponsors

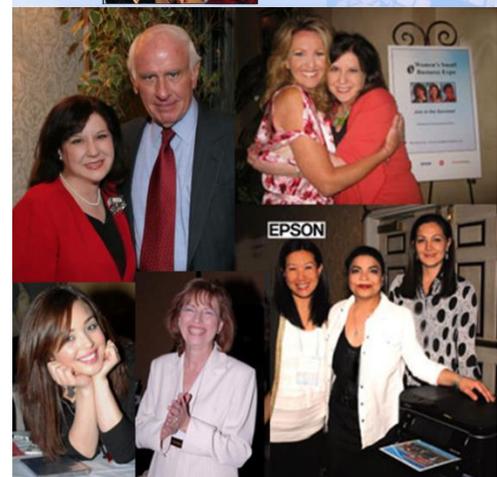
I wanted to teach other women to create their own small businesses so they could be empowered financially. My big dream was the creation of the Women's Small Business Expo, but I wasn't in business with my partner anymore; I was now working from my kitchen table with my cat as my only employee.

The Women's Small Business Expo became my passion and it consumed me. It was the first thing I thought of in the morning and the last thing I thought of before I went to sleep. I knew I had to create this amazing empowerment event, but I didn't know how to pay for it.

I started to see "sponsors" at other events that I attended. I learned that these are companies who would fund me, and my first sponsors for my very first event were Bank of America, Walmart and IBM.

After that, I got Microsoft, Staples, Fed Ex, Epson, Marriott, Health Net, Southwest Airlines, Wells Fargo, American Airlines and Citibank as sponsors.

I held the Women's Small Business Expo event for 10 years and it became global. Women came from around the world to attend. They met their business partners and got the missing pieces of the puzzle they needed to create their own multi-million dollar businesses. These women were able to send their children to better schools, make better choices and live their dream lives. It was all because of sponsors.



Now I run the Sponsor Secrets Seminar, where we package people for success with their sponsors, help them create their sponsor action plans, and where they actually meet the sponsors. People have created great sponsor deals and made key connections with top business leaders.



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### Definition of Sponsorship

The definition of sponsorship is connecting a company with people who buy things. Sponsorships can be cash or in-kind. With in-kind or trade sponsorships, no money changes hands. It's a trading of benefits and services. There is a lot of value with in-kind sponsorships because it's budget-relieving. You can also leverage your in-kind sponsors to get cash sponsors.



### Sponsors Give You



- Money you don't have to pay back (no credit checks)
- Media and public relations opportunities
- Free stuff
- Amazing connections with key influencers
- Credibility

### Myths about Sponsorship

Here are the biggest myths about sponsorships.

- I need more notoriety.
- I need a big audience.
- I need lots of experience.
- I need to have my book written.
- I need to have my speaking calendar full.
- I need to be a non-profit.
- I need to do events.
- My business is too small.



I hope my personal story has blown a lot of these myths out of the water. Most of the clients that I've worked with are emerging sponsor-seekers and they don't have experience, audience or notoriety.

Everyone needs to start somewhere and you'll find information here that you can use even if you're just getting started. You can also get sponsors even if you don't do events. Think of the major social media platforms. Their entire business model is sponsorships and their companies are entirely online.

### Assumptions

- You're just starting out. There is information here about how to open your business account, choose your legal entity and create your web site. If you've already done these things, feel free to skip forward.
- You're willing to work hard.
- You want capital and resources so you can change lives.
- You want to fund your dreams.



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### Would You Like to Start Getting Sponsors to Fund Your Dreams?

Let's get started...

#### Day 1: Define Your Goals and Purpose

I get calls every day from people who want to get sponsors. I love talking with them and I ask them about their goals and primary purpose. There is usually a silence on the phone.

What your personal goal and the goal for the people you want to help?

If you want to make more money, that's great! That's what I wanted when I got started and I still want to increase my revenue every year. The more money you have, the more people you can help.

Making money is the start of a goal, but you need to create measurements and benchmarks. How much money do you want to make, and by when do you want to make it?

Purpose is different from goals, and this is your primary motivation. If your goal is to make money, your purpose may be to provide for your family so they can have a good life. In the marketing world, this is called psychographics and it is what makes people tick and get up in the morning.

Write down each goal and the purpose behind it.

#### Day 2: Create Your Sponsor Plan

Now that you know your goals and purpose, you can create your sponsor action plan.

Decide what you want to do. In the sponsor world this is defined as your "property."

#### Sponsors Will Fund Your...

- Business
- Events (including live and virtual events)
- Speaking and media
- Book and book tours
- Show (including podcasts, Internet radio, web TV and social media videos)
- Blogs
- Magazine (both hard copy and online magazines)
- Sports
- Non-profit organizations
- Brands
- Projects (examples are documentary films and your child's sports and after-school activities)



A property can also be a person. Think of the music and sports stars who get lots of sponsors because they have great brands.



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You need to communicate your property to the sponsors in a short pitch because sponsors are busy. This sounds easy, but can be quite complicated, especially if you do many things. Some of the pet peeves of sponsors are people who ramble and cannot communicate their benefits.

Decide on your plan to get sponsors. Whom will you contact? How will you contact them? How can you add value to their companies?

Don't worry if you're just starting out. When I was getting started, I didn't have experience nor an audience, so I sold sponsors on my concept, and that's what you can do also.

### Day 3: Have a Great Name

The name of your property is critical. It needs to be impressive and memorable. It can even be your name.

When I started, I created an event I called the Women's Small Business Expo. It conveys exactly who the audience is and sounds big, even though it started as just an idea in my head.

The event I run now, Sponsor Secrets Seminar, tells you exactly whom it's for and what attendees get -- the secrets to getting sponsors.

Some other great names are...

- Comic-Con
- NASCAR
- Huffington Post
- Super Bowl
- Coachella
- Olympics
- Junior Achievement
- Make a Wish Foundation



We know about all of these properties now, but remember, at one time, they were just an idea. The founders didn't know if their properties would be successful or even have legs. Sometimes, the events got very low attendance in the beginning. The for-profit businesses were struggling with the owners surviving on macaroni and cheese. The non-profit charities were limping along with very few donors. Eventually, they got sponsors, grew their audiences and became successful.

### Day 4: Test the Name

Now that you've come up with a name, you should test it. Just because you like the name, doesn't mean that it will resonate with sponsors or your audience.

You can set up an online survey and send it to your inner circle. Give people a choice of 3 different names and see which ones they respond to better. Don't ask them what they like. Ask them for what name they would pay more.

When author Tim Ferriss created his book, *4 Hour Workweek*, he had a few different titles he was considering. He set up mock Google AdWords campaigns with the different book titles and saw which



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ones got more clicks. *4 Hour Workweek* was the clear winner and the book became a best-seller, made him a media star and got him sponsors.

### Day 5: Legal Structure

Now that you have your business name, decide on your legal structure.

For charities, the best designation to get sponsors is the 501(c)(3) non-profit organization. Research how to apply for your non-profit charity, and fill out the paperwork. You can start getting sponsors even while your non-profit status is pending.

The legal structures for for-profit businesses are sole proprietor, general partnership, limited liability company (LLC), S corporation and C corporation.

There are pros and cons of each legal entity. Personally, I would not recommend being a “sole proprietor,” because it exposes you to increased liability.

Check with a legal expert about which option is the best for you.

### Day 6: Open Your Business Bank Account

The reason to decide on your legal structure first is because you'll need this information when you open your business bank account. You'll need this because sponsors usually pay you with a physical check or electronic funds transfer to your business account and not to your personal bank account.

You'll also need to set up merchant accounts so you can accept credit card payments. You can either have your bank help you with your merchant account or you can check out the many online services. I recommend that you accept all major credit cards – including PayPal, Google Pay and Apple Pay and the like -- and not limit how people can pay you.



### Day 7: Branding

Branding is critical in your quest for sponsors. If you don't define your brand, someone else will, and you may not like what they say about you.

The definition of branding is your company's image including...

- Name
- Logo
- Tagline
- Web Site and Social Media
- Videos
- Packaging
- Advertising
- Customer service
- Storytelling



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### Day 8: Delivering Information

Decide how you will deliver your products, services and information. Will you do one-on-one consulting, speaking to many people at one time, ship physical products or sell trainings? If you have a non-profit, how will you deliver funds and services to the recipients?

### Day 9: Company Values

Branding goes beyond a cute slogan, gizmo, tagline or character. A big part of your brand is your integrity. Sponsors will put you through tests before they will fund you, so always do what you say. Get information to them on time, be early to meetings and over-deliver.

Sponsors are trusting you with money and they are also trusting you with their brand image. Remember that they have spent many years and lots of money on their brand image and it only takes one jerk to damage a brand. Can you remember the Tiger Woods debacle? People were at airports making fun of the large poster ads with him wearing a watch from one of his sponsors, TAG Heuer. They even took photos and put them on social media. Tiger Woods and his sponsors became laughing stocks.

Show your sponsors that you're grounded and have good character. Your word is your bond, got it?

### Day 10: Graphics

Graphics convey your visual brand story. This includes your logo and professional photos. Hire a professional photographer to do traditional headshots in different outfits. You also want full body shots in a variety of poses including pointing right and left. If you're a speaker, you may want photos of you on the platform. You should also have family photos for your sponsor proposal to create an emotional connection and show your humanity.

If you want to run events, you will need to create separate event logos and graphics for these in addition to your own company logo.

### Day 11: Web Site

Now that you've developed your brand and your graphics, you can create your web site or edit your existing web site so it is sponsor-friendly.

The best web sites have a professional look, easy navigation and personality. Make sure that anyone who comes to your web site can understand your business at a glance. The trend in web sites is less text and more visual elements.

You should have a list-building web site so you know who has been on your site. Then you can continue marketing to the people who have "opted in" (given permission) to receive information. Have an incentive for people to give you their names and emails. Make the phone number optional. The incentive could be a free report, a book chapter, a video, or whatever your audience wants. This helps you increase your extended reach and makes you more attractive to sponsors.

When I go to some web sites, it seems like people don't want to be contacted. Sponsorship is a relationship business and you need to have conversations to get the deals done. Make it easy for people to reach you by posting your complete contact information including your physical mailing address, email address, social media links and your phone number in large font.



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### Day 12: Social Media

Open accounts on the major social media platforms and start posting. You can put special graphics on your pages, rather than using the stock headers supplied by the site.

Watch your posts and make sure they are friendly. Avoid posting negative reviews of companies because sponsors look at these and may not want to do business with you if you're critical on social media.



If you want to be a social influencer, find out what your community wants and keep in touch with them regularly. If someone posts a snarky comment, delete it immediately and monitor your online reputation regularly.

If you want to post videos, do a mix of raw and produced content. Raw videos are short where you are talking into the camera. You can answer popular questions and make snackable content. A few short videos are better than one long video. You'll also want to hire a videographer so you can do videos that are scripted, edited and professionally produced.

When you do social media for your sponsors, don't just think of a few posts or tweets. Create a campaign with a schedule about when the messaging will be posted.

### Day 13: Team

Successful sponsor seekers leverage people so decide on who you need to hire. When I started, I did everything, and convinced myself that I didn't have enough money to hire anyone. Then I got my first assistant and told her that I could only pay her for a few hours a week. To my surprise, she helped me so much that I increased her hours immediately. She took so much work off my plate that I was free to concentrate on my cash-flow activities and I got out of "overwhelm." I never went back to doing everything myself.

If you're doing all of the work now -- it's okay. But do write down who you want to start hiring when you can start building your team.



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### Day 14: Marketing Plan

The marketing plan is critical because you can include your sponsors in your marketing. The success or failure of your events, speaking, books, shows, non-profits and projects depends on marketing.

How will you get the word out about your property?

Here are some ways...

- Email marketing
- Social media
- Speaking
- Your book
- Video campaigns
- Events
- Virtual trainings
- Interviews
- Your shows
- Press releases
- Search engine optimization (SEO)
- Joint ventures
- Public relations
- Direct mail
- Traditional marketing including television, radio and print



Don't worry if some of these marketing strategies are expensive. When you get sponsors, you'll have the resources.

### Day 15: Define Your Niche

Your niche will make you rich. I talk to lots of sponsor seekers and when I ask who their audience is, they say "everyone". In the marketing world, if you're marketing to everyone, you're marketing to no one. You have no idea where to find your prospects, what they are looking for and which sponsors to approach.

For instance, if you want to do a women's event, the entire market of women is too large. Narrow it down to moms, entrepreneurial women, millennial women, baby boomer women, corporate women, etc.



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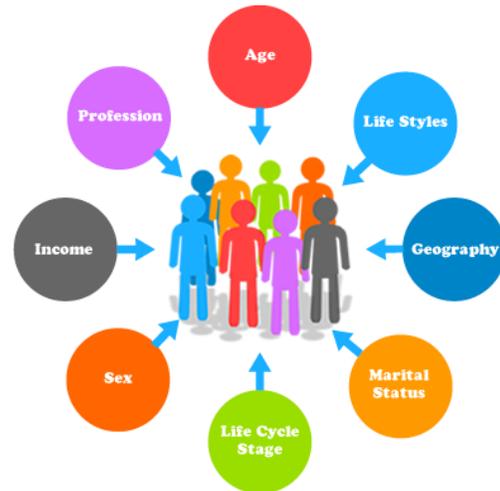
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### Day 16: Research Your Audience

Remember that the definition of sponsorship is connecting a company to people who buy things, so knowing your audience can be the difference between success and failure in the sponsor game.

Demographics are hard data including...

- Age range
- Education
- Occupation
- Income range
- Location
- Family status
- Gender mix
- Geography
- Diversity



Psychographics are passion points including...

- Buying habits
- Trends
- Lifestyles
- Beliefs
- Motivations

There are a few different ways to research your audience. An internet search will give you lots of juicy information quickly.

You can also look at the media that your audience consumes. Ask for their media kits. For example, if your audience is business owners, then go to Entrepreneur and Inc. magazines and get their media kits. I've seen amazing things on the media kit such as how often people buy new cell phones, cars and televisions.

### Day 17: Sponsor Wish List

Now that you know your audience, you can make your sponsor wish list. Think of the daily lifestyle of someone in your target market. What products and services do they use? What are their buying habits? What are their goals and aspirations?

When writing your sponsor wish list be sure to include top tier and second tier sponsors. Most people think of the top tier companies because these corporations have spent a lot of money to be top of mind. Go deeper into the categories and list some second tier companies that really need you to get the word out about them.

For instance, I've worked with Bank of America, Wells Fargo and Citibank, which are top tier sponsors. You can also check out your local community banks and add them to your sponsor wish list. These companies have money and there is a lot of opportunity in the second tier.

Set Google Alerts for your prospective sponsors so you can keep up with their latest news and articles.



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### Day 18: Find Your Sponsors

Now that you have your sponsor wish list, you need to know who to contact in the company. The best place to start is the marketing department.

You can find sponsors on the Internet or directories. To find sponsors on the Internet, you can go to their web sites and see if there is contact information.

You can also look up information about prospective sponsors on LinkedIn. My favorite way to find sponsors is directories. With directories, someone else has done the leg work and you can cut down on frustration and wasting your precious time.



### Day 19: Write Down Your Sponsor Benefits

If you don't have the right compelling benefits, sponsors won't fund you. Most people think that sponsorship is about putting up signage and logos, but the compelling benefits for the sponsor are about engagement and year-long benefits. Your sponsor benefits can include contests, press releases, social media campaigns, email marketing, blogs, podcasts, video content and distribution, traditional media, etc.

### Day 20: Create Your Sponsor Proposal

You're asking for money that you don't need to pay back and, to get sponsor funding, you need to submit an industry-standard proposal. The sponsor proposal is the most important thing in the sponsor game because it's all they see about your property. This is the difference between success and failure.

The sponsor proposal contains the description of what you do, benefits, demographics, goals for sponsors, testimonials, sponsor levels, marketing plan and storytelling.

### Day 21: Quick Facts

You'll want to edit your full sponsor proposal down to a few pages for the quick facts. The quick facts is also called the proposal brief and it's a snapshot of your property with no listing of prices and sponsor fee levels. This is what you send to sponsors when you're first starting your conversations with them.



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### Day 22: Pitch Letter

It is best to introduce yourself to your sponsor by email or messages on social media. This is called your pitch letter.

The pitch letter helps you get past the gatekeepers and get the deals done. The object of the pitch letter is to get the meeting, not sell the sponsor, so keep it short and compelling.

Show the sponsor that you've done your homework and know about their company. Make it as personal as possible and include your email and phone number. You can even include a scheduling link if you have one. Give sponsors a phone number that is answered by a person rather than a number that goes straight to voicemail. Always answer your phone professionally with your business name and never say, "hello." Lastly, use a good quality phone line so your credibility doesn't suffer.



### Day 23: Telephone Scripts

You'll want to write two telephone scripts: One for voicemail and one script for talking with an actual human being.

When leaving voicemail, front-load the message. This means giving your name and email at the beginning as well as at the end of your voicemail. Some voicemail systems cut you off after a certain amount of time, so you'll want to get all of the important information in at the beginning. Also, tell the sponsor where you're located. I've had sponsors tell me they want to call people back, but don't know if it's too early or too late.

### Day 24: Contact Your Sponsors

Introduce yourself to sponsors by sending emails, social media messages. Then make some phone calls. Sponsors don't want to be surprised by a phone call, so you can send them a few emails before calling them.

Your first conversation with your prospective sponsor should be a fact-finding expedition. Ask them about their marketing goals and how you can help them. You can also find out about sponsorships they've done in the past and which ones were successful. In short, have them open up to you before going into your presentation.

Always have next steps to keep the process moving. Instead of, "I'll call you next week," make a firm follow-up appointment with your prospective sponsor and send them email reminders.



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### Day 25: Negotiation

Don't talk about prices or sponsor level fees on your first conversation with your sponsor. Sponsors think this is too transactional. In another conversation, get an idea of their budget. Then you and your sponsor can agree on a price.

Instead of cutting your sponsor fees, add more benefits and don't be afraid to ask for the big bucks. Charging too little for your sponsorships can hurt you because you're letting the sponsor know that you have nothing of value to offer them, and that your property is not worth their time.

### Day 26: Contract

After you've agreed on terms, benefits and sponsor level fees, send your sponsor a contract. Less is definitely more here. I have a one-page contract that is tighter than a 6 page agreement. You are probably working with a company that's larger than yours, so the contract protects your rights in the deal. A good agreement also sets up a beautiful relationship with your sponsor because everyone is clear on their roles and benefits.

### Day 27: Activate Your Sponsor Program

First, do your happy dance!

Now it's time to fulfill your sponsor program by putting sponsor logos on your web site, sending out branding and promotion for your sponsors and fulfilling the benefits you promised your sponsor.

Sponsors usually pay with one physical check or an electronic funds transfer. Some sponsors pay fast and some pay slower. The sponsor will set you up as a new vendor for their company and the process may take some time.

It's your choice if you want to start your sponsor program after the contract is signed or when you get the funds. I've always started to fulfill my sponsor programs as soon as the contract is signed. I've worked with very reputable companies and I did receive the payments.



### Day 28: Thank Your Sponsors

Show your appreciation to the key influencer in the company and everyone on the team. You can send them an email thank you, e-greeting or even a small gift. I prefer food gifts because nothing needs to be assembled and gift baskets create a buzz in the office. People fight to get the fruits, nuts and chocolates.



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### Day 29: Start Your Renewal Plan

Renewals are your cash machine with sponsorship. Renewals are when a company funds you this year and the next few years. The renewal report is also called the fulfillment report. Renewals are wonderful and I've had multi-year contracts with Citibank and Fed Ex, just to name a couple.

Start writing down everything you've done to brand and promote your sponsors. Take photos of everything. List any media you've received. Also remind sponsors about why they are funding you because they get busy. If you do events, send the fulfillment report right after the event, when the sponsor engagement is high.

Also do informal sponsor relations. When I had American Airlines as a sponsor, I did a radio interview where I mentioned them. When I got back from the radio studio, I fired off a quick email to my contact at American Airlines and told her that I mentioned the airline on a radio station that had over 75,000 listeners. She immediately typed back a thank you note and they renewed.

### Day 30: Repeat to Get More Sponsors

Now that you've successfully got one sponsor, repeat the process to get more sponsors. There are no limits to the number of sponsors you can have with the exception of exclusivity. Exclusivity is when a company wants to be the only sponsor in their category, and I haven't seen it hamper my clients' success with sponsors. You will usually get one sponsor per category. Having many sponsors puts you in a great financial position.

## Recommended Resources

Google Alerts ([www.Alerts.Google.com](http://www.Alerts.Google.com))

Survey Monkey ([www.SurveyMonkey.com](http://www.SurveyMonkey.com))

Upwork for Freelancers ([www.Upwork.com](http://www.Upwork.com))

WordPress for web sites ([www.Wordpress.com](http://www.Wordpress.com))

Google Calendar for Setting Appointments and Reminders ([www.Calendar.Google.com](http://www.Calendar.Google.com))



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### Do What You Love and Have a Sponsor Foot the Bill

In conclusion, you can get sponsors if:

- You're just starting out
- You want to do events
- You want to write books
- You want to be a social media influencer
- You want to do a show
- You want to do a speaking tour
- You want to do a magazine
- You have a special project
- You want to help your child with their sports and after school programs
- You want to change people's lives
- You want to fund your dreams



I'm passionate about sponsors and I hope your passion has been enflamed. Remember that knowledge is not power. Action on that knowledge is where your true power lies. Start your sponsor journey and take action now. Go for it!

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



# 30 Days to Sponsorship

## Even if You're Just Starting Out

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### Raving Fans

"Attracting Corporate Sponsors was the best teleclass we've ever attended."



Fred Hueston and  
Lyna Farkas  
Growing Your  
Business Radio

"I got my first sponsor in 30 days."



Carolyn Gross  
Treatable and  
Beatable

"Linda Hollander's expertise is like the commercial that says 'Don't leave home without it.' In the world of sponsorships, you don't want to get started without her help."



Ward Luthi  
President  
Walking the World



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### Note from the Author

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



I hope you were elevated and inspired by 30 Days to Sponsorship. I've dedicated it to the winning spirit of people just like you.

Please don't copy or give away this special report. Many hours of my personal time were put into writing it. If you have associates who are interested in the Sponsor Concierge special reports on small business success, please refer them to my web site: [www.SponsorConcierge.com](http://www.SponsorConcierge.com).

If you have any comments, questions, insights, breakthroughs and stories that you would like to share, please e-mail me at [Success@SponsorConcierge.com](mailto:Success@SponsorConcierge.com). You can also call me at 310-337-1430. Please note that any stories submitted may be used in a future publication.

Individual stories may or may not be acknowledged. However, as in this publication, names and other details will be camouflaged to protect your privacy.

The passion has been ignited. You've got outrageous goals and visions. Now it's time to take action. Go for it!

I wish you the best of luck with your sponsors. Live well, have fun, step into your greatness and share your gifts with the world!

Thanks so much,



Linda Hollander  
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