



By Linda Hollander, Sponsor Concierge

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Linda Hollander
Sponsor Concierge

What Sponsors Want by Linda Hollander

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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What Sponsors Want

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Welcome

We're all in the life-changing business

This information is for business owners, experts, speakers, authors, associations, event producers, social entrepreneurs, information marketers, entertainers, 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 and change thousands of lives.

Everyone asked me how I got top tier corporate sponsors. I saw that people needed the strategies and tools that would help them 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.

Now I have a new mission: to empower you to 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? By knowing what sponsors want, 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 has been featured by Inc. Magazine as the leading expert on corporate sponsorship. She is the CEO of Sponsor Concierge and the author of *Corporate Sponsorship in 3 Easy Steps*. Her corporate sponsors have included Microsoft, Citibank, Fed Ex, Health Net, American Airlines, Bank of America, Staples, Hansen's, Wal Mart and IBM.

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Definition of Sponsorship

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

Whether you're a business owner, speaker, author, event planner, entertainer, athlete or non-profit charity, what you have is known as the property in the sponsor world. In this report, your project will be referred to as your property.

What Sponsors Want

1. Understanding of the sponsor's goals

Sponsors want to know that you understand their company and their marketing campaigns, goals and visions. You can learn this in your initial conversation with the sponsor, or on the sponsor's web site. If your prospective sponsor is a public company, you can order the Annual Report. When you talk to the sponsor, remember to ask them about their goals first, then go into your presentation and tell them how you can help them accomplish their goals.

2. Demographics

Your target demographic (also called the target audience) is one of the most valuable assets that you can offer a corporate sponsor. There are various ways to research your demographic. You can do an Internet search for statistics on your target demographic. Your demographic reads certain publications. You can order the media kit for these publications and get some great statistics for your sponsor proposal.

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3. Platform

Sponsors want to know that you have extended reach to people who buy things (think Oprah). These could be your clients, people on your email list, your company database, your advisory board and your strategic alliances. Remember if you don't have extended reach to lots of people, then other people do. Use the powerful strategies of borrowed credibility, media and joint ventures.

4. Cause-Related Marketing Opportunities

Cause-related marketing is a sales or promotional partnership between the sponsor and a property helping the community. People buy more from companies that give back to the community, so the sponsor wants to be known as a good corporate citizen. By aligning their brand with the life-changing work that you do, sponsors can bask in the "halo effect".

5. Compelling Sponsor Proposal

If you want top-tier sponsors, you need a sponsor proposal. It's also called the sponsorship deck or prospectus. This is basically a business plan and snapshot of the benefits of your property. The sponsor proposal contains the story of your property, mission statement, sponsor benefits, demographics, marketing plan, goals, media opportunities, advisory board and the sponsor fees. The sponsor proposal is the most important, but least understood document in the sponsor industry. To be successful, the proposal needs the correct language and it needs to be industry standard.

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6. Deliverables

You need clarity and focus in your sponsor proposal. Vagueness is the enemy of success in corporate sponsorship. Rather than telling the sponsor they will get media exposure, let them know that one of your media sponsors is the Hometown Business Journal, which has a circulation of over 60,000 people who make over \$100,000 a year.

7. Value

Your sponsorship offering needs to be more than a win-win proposition. The benefits need to be so compelling that working with you is an easy decision. The mistake that many people make is to calculate their expenses, then ask for that amount of money from a sponsor. Sponsorship is a value-based proposition. It's not based on expenses.

8. Integrity

Sponsors want to see that you have integrity and credibility. They test you to see if you do what you say. Get them their information on time and arrive early to appointments. Keep in mind that you need to pass their unspoken tests to see if you can handle their brand image.

9. Experience

Sponsors want experience, but don't worry. If you don't have it, someone else does. Tell the sponsor about your previous experience in a related business. Surround yourself with key influencers on your advisory board. Tell the sponsor about leading-edge companies that you know or have worked with. If you have a new property, have a long-term marketing plan.

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10. Follow Up

Follow up can make or break you in the sponsor game. I've seen many people lose great sponsor deals because of lack of follow up skills. When talking with a prospective sponsor, always make a follow up appointment. Confirm that appointment by email. Make a follow up plan. If you're not strong in follow up, find someone who is.

Benefits of Corporate Sponsors

1. Money

Sponsors give you the money so you can do what you love and do life-changing work. As entrepreneurs, you often ride the roller coaster. You get clients and life is good. But then business gets slow and the bills keep on coming. You need to scramble to make more sales. You know that your sponsor fees will be coming on a continual basis. This revenue lets you play at a higher level. You can achieve celebrity status, help more people and fund your dreams.

2. Resources

Sponsors don't always give you money, but they do give you in-kind or trade benefits. There is a lot of value in trade sponsorships (also called soft dollars). This includes food and beverage for events, printing of marketing materials, and the biggest in-kind sponsor benefit: media. Media is the fast track to success. Media trade sponsorship allows you to get the word out about your property, your event, book, charity, show, association, charity or business without any money out of pocket.

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3. **Credibility**

Being sponsored by leading-edge companies bestows you with more credibility. People see that first-rate sponsors are trusting you with their brand image. This gives you more authority in the marketplace.

4. **More clients**

There is a simple rule in business: If you want to be successful, hang out with successful people. Having sponsors helps you get more clients and referrals.

5. **Exposure**

Sponsors also help promote you to their colleagues, employees, and their customers.

6. **Renewals**

After you get your sponsors, you can get renewals again and again. I recommend a 1 year contract with a 1 year renewal. Sponsorship is a relationship business, so keep in touch with your sponsors all year. Then you'll be more successful with renewals.

7. **Ability to help more people**

You're in the life-changing business and sponsorship gives you the resources to grow your property, help more people and change more lives.

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Note from the Author

I would love to hear from you...



I hope you were elevated and inspired by this special report on what sponsors want. 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.

If you have any comments, questions, insights, breakthroughs and stories that you would like to share, please e-mail me at success@WealthyBagLady.com. You can also call me at 866-966-3624. 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 enflamed. 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,



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