



SUCCESS WITH CORPORATE SPONSORS



ACTION SHEET FOR SPONSORS

Describe Your Property

Your property is the entity available for sponsorship. It could be your business, event, book, podcast, speaking, show, sport, non-profit charity, or projects. For influencers, you are the property, so describe your platform and how you get the word out about what you do.

Identify Your Audience

Write down complete demographic information about your audience (or potential audience)

- Age range
- Gender mix
- Income
- Diversity
- Education
- Motivations
- Where they go on the internet
- Buying habits

Sponsorship is connecting a company to people who buy things and sponsors want to see a demographic profile. If you're not sure about your audience, do an internet search.

Create Your Sponsor Wish List

Write down some companies that you would like to have fund you based on your audience and what they buy. Identify as many prospective sponsors as possible because the more leads you have, the more successful you'll be with sponsors.



Linda Hollander has been featured by Entrepreneur and Inc. Magazines as the leading expert on corporate sponsorship. She is the author of the #1 best-selling book, *Corporate Sponsorship in 3 Easy Steps*, the CEO of Sponsor Concierge and the founder of the Sponsor Secrets Seminar.

Her corporate sponsors include Microsoft, Wells Fargo, Epson, Citibank, Fed Ex, American Airlines, Staples, Health Net, Southwest Airlines, Bank of America, Marriott, Wal-Mart and IBM.



Sponsor Concierge

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1 Secret for Getting Sponsors at www.SuccessWithSponsors.com



A portion of the proceeds will be donated to Junior Achievement to help teach kids entrepreneurship