



SPONSORSHIP PROPOSITION

We help develop a program that deliver results

You are: Responsible for corporate sponsorship in the not for profit or charity sector wanting to achieve cut-through in the corporate sponsorship market for your unique assets, to complement donor programs and community fundraising.

Commitment: 3-4 months

Cost: Fixed fee or retainer

Inclusions:

- Full review of your sponsorship potential, focusing on answering these questions:
 - What have you got to sell?
 - What are the best tools to sell into the corporate sponsorship market?
 - How are others in your space achieving results?
 - What is the best way to structure our sponsorship program?
 - How should you best position the sponsorship program alongside fundraising efforts?
- Includes an inventory analysis and business category opportunity analysis
- Includes an outline of a capability statement to target corporate sponsors (sponsorship managers, budget holders and brand managers)