

Choosing and Cultivating Corporate Sponsors for your Non-Profit Event
It's all about Relationship Building!

Why Cultivate Corporate Sponsors?

- In a tough economy, the expanding number of nonprofits vying for the same corporate dollars creates significant competition. Cultivation through relationship building is the key to success.

Outreach

Determine the three types of prospects:

- Previous Sponsors
- Referenced Sponsors (those personal contacts from your Board)
- New Sponsors

Determine your target audience

- Research companies with a strong presence within your community.
- Identify those with commitment to your organization's cause
- Vendors and future vendors

Leverage Personal Relationships

- Ask your Board members for contacts they may have at corporations on your list of targeted prospects. Provide your board with a templated letter for solicitation to their contacts.

Understand the Sponsors' motivations

- Here are three reasons why a company may want to sponsor your event:
 - Brand Building
 - Marketing
 - Meets their charitable goals

Develop your offering and be creative

- Prepare a well thought out program that provides a variety of options
- Provide demographics on your audience; be specific about the attendees expected including their industries and job titles.
- Address the sponsors goals; tailor a program to meet their needs

Always include:

- # guests anticipated (be realistic)
- # of guests previous year (if applicable)

Craft your letter

- Keep your letter to one page (see examples)
- Be very clear in explaining how donations will be used

Practice your Pitch Ask Questions!

- Outline exactly what you're looking for
- Briefly introduce your organization and your mission
- Detail what you're asking of the corporation including funding, branding opportunities and outreach
- Explain what you will bring to the table for your sponsor

Follow-up

- It's your responsibility to contact them – don't assume they'll contact you.
- Phone
- Email

OVER DELIVER!

- Always deliver what you promise
- Have someone specifically delegated to review each contractual commitment. Ensure you have done everything you committed to do.

Summary

- Be Proactive
- Be Measurable – Build Trust
- Be Creative
- Document
- Follow Up
