This workplan overview provides a *rough* estimate on timeframes and addresses the majority of elements to be considered. Each sponsorship process has its own particular elements depending on its relative magnitude and scope, etc.

Item	Months Prior to Event Launch
Developing Your Product	18-16
■ Develop an itemised workplan	
■ Develop a rough budget estimate	
Selling Your Product	
■ Research your prospective sponsors	16-15
■ Prepare sponsor acquisition plan	16-15
■ Prepare your specific sponsorship packages	15-14
■ Distribute sponsorship packages to title/key sponsors	14-13
■ Assess response; distribute category or sub-sponsor packages	13-11
■ Ongoing meetings/discussions	11-10
■ Assess response; based on status, determine when to sell local sponsor packages	11
■ Contract negotiations	11-9
Executing the Sponsorship	
■ All-Sponsor Welcome Luncheon (review event details; potential cross promotion opportunities)	10
■ Ongoing liaison with sponsor agencies (advertising, PR, promotion, etc.)	ongoing
■ Liaison with sponsor in development of themed program design and creation	ongoing (10-6)
■ Liaison with sponsor in the establishment of measurement criteria	10-6
■ Liaison with sponsors on sponsor-specific agreements i.e., securing of VIP's, athletes, performers to attend corporate hospitality suite; additional tickets; approval of logo designs, merchandise, etc.	10-1
■ Development of event promotional materials	4-2
■ All-status sponsor update meetings (monthly) to ensure corporate needs are being satisfied	monthly
■ On-site execution; liaison with all key groups to ensure logistically secure and that corporate sponsor needs are being met (volunteers, catering, signage, media, etc.)	at event
Auditing/Planning for the Future	2 weeks - 1 month post-event/tour completion
■ Internal review of event (budget, sponsor satisfaction, manpower, resources, etc.)	2 weeks post-event
■ Presentation to sponsors of event results (attendance, funds raised, media received, outline those aspects which will satisfy the stated sponsor objectives)	2-3 weeks post-event
■ Statement of program for future years (expected sponsors, targets, growth, review of successful elements to maintain and other to delete	1 month post-event