

## 5.2 SELLING YOUR PRODUCT

### STEP 4 - RESEARCH YOUR PROSPECTIVE SPONSORS

In order to sell your sponsorship package effectively you need to be selling it to the right audience. It is important to research any prospective sponsor thoroughly.

Overall, corporations will look for an event that will:

- Fit with the corporate image/style
- Be effective in reaching their target group
- Fit within their communication schedule

Consider the following:

- The corporate mood - are they avant garde? ahead of their time? is it an accounting/investment firm?
- Do employees wear casual clothes to work or do they wear conservative business suits?
- Do they have a popcorn machine in their front lobby or do they have a fish tank? I.e. try to get a sense of how they approach their work.
- Who is their target market? (this should be yours)
- Where do they want to do business?
  - locally? if so, where
  - regionally? if so, where
  - nationally? if so, where
  - internationally? if so, where(this should be where your event will go)
- What are their corporate objectives? (Review Sections 3 and 4 - you should be able to satisfy one or two of these the very least.)
- How long have they been in business?
- Where are their offices located? (They should be located where your event/target is located and/or they should want to be there and thus - you could introduce them.)
- Why are they considering your sponsorship?
- What is their history of sponsorship? Have they had any negative experiences? any positive experiences?
- What is their current financial status? - obtain their annual report?
- Can they afford to commit to a sponsorship?
- Who should you be presenting your sponsorship package to?