Developing Your Product

Step 1   Develop Your Workplan

Step 2   Define Your Commitment Capabilities/
          Allocate Responsibilities

Step 3   Package Your Product
          - Brainstorm to Define/Develop/Package

Selling Your Product

Step 4   Research Your Prospective Sponsors

Step 5   Prepare Your Sponsorship Package

Step 6   Follow-Up to Initial Contact - yes/no

Step 7   Prepare Your Presentation

Step 8   Follow-Up to Presentation

Executing the Sponsorship

Step 9   Execute the Sponsorship

Auditing/Planning For Future

Step 10   Auditing Your Program; Planning for Next Year