



Remember:

- Sponsorship is used as a means to build a corporation's business.
- Each one of these elements is an important element in the sponsorship strategy - no one consistently being more valuable than another. The relative value as a means to improve business is determined by the situation of that particular corporation in today's marketplace.
- The more clearly the corporation has identified reasons for their sponsorship participation, the more positively the sponsorship will impact their business. While the onus for development/execution of certain tactics will be the responsibility of the corporation, it will enhance the perceived value of the sponsorship if they are identified within a sponsorship package.