

### **iii) HOW TO USE THIS MANUAL**

Read Section 1 - *Understanding Sponsorship/Donations* to review how sponsorship is defined within the corporate community and the role it plays within the larger field of marketing and communications. The value in understanding this section is that it prepares you for understanding where sponsorship has come from, where it is today and the comparative level of development of you and/or your organisation/activity.

Read Section 2 - *Understanding Event Marketing: the corporate process to leverage sponsorship* to review how corporations view sponsorship in the 1990's (event marketing). The value in understanding this is that it will provide you with a full background on the development of the event marketing and sponsorship industries. This will help you to evaluate, once again, where you and/or your organisation/activity fit relative to what the current corporate expectations are. This section will also provide you with information to preface any sponsor package presentation with a look at the current industry trends.

Read Section 3 - *Understanding Why Corporations Sponsor* to review the specific business objectives that can be met through a properly leveraged sponsorship. The value of this section is that it provides you with proven tactics to meet these business objectives that you can either highlight to a potential corporation as something they might do for themselves and/or you could make them part of your sponsorship package offer.

Read Section 4 - *Consider Your Sponsorship Offer from the Corporate Viewpoint* for a detailed look at the process that your prospective sponsor might be using in evaluating your sponsorship opportunity. The value of this section is that it provides you with an "acid test" to apply to your sponsorship package to better evaluate how it will be perceived by the corporate community, i.e., does it have the potential to meet business objectives or would sponsorship of this activity be better described as a donation?

Read Section 5 - *Understanding the Event Marketing and Sponsorship Process* for a detailed outline from A-Z on how to approach, secure and maintain corporate sponsors. This section is particularly valuable in that it lays out, step by step, using very basic terminology, the elements to partnering with the private sector. These steps are proven successful and, more importantly, are accepted and expected by the members of the corporate community with whom you will be approaching. This process is flexible and will have to be adapted to the level of event marketing/sponsorship sophistication of the corporation.