

Define Your Product

- What do you have? A tour, a play, an orchestra?
- What are you offering?
 - Consider the individual elements as unique components that can be marketed.
 - Each element may have a unique appeal to different corporations based in their relative target markets and objectives, i.e., an orchestra series touring Eastern Europe over Christmas or a junior national women's volleyball team competing in the U.K.

Develop Your Product

- Consider your product interim from the view point of your sponsor
 - What are the corporate objectives?
 - image?
 - awareness?
 - sales?
 - hosting?
 - employee motivation?
 - How will you help your sponsor improve their awareness? - can you offer your sponsor a target group that is key to the further development of their business?
 - Can your sponsor offer free samples of their new product at intermission of your event?
- Review the status of your product in terms of what you can offer a sponsor and see if you can develop it any further.

Package Your Product

Before you go in to present your sponsorship opportunity to a potential sponsor you want to package it so that you highlight the most valuable components available to them. You will want to organise your program in a logical fashion and make the physical package as attractive as possible - easy to read, colourful etc.