

## **SPONSOR ACQUISITION PLAN**

### **CRITICAL DATES**

- National Partner Proposals Distributed 10 months prior to event
- Potential Sponsor Meetings 9 months prior to event
- Evaluate National Partner Progress. Determine when to begin selling National Supplier packages. 8 months prior to event
- Sell National Supplier packages. 7-6 months prior to event
- Notify event organisers of categories available for local sponsors. 6 months prior to event