

STEP 3 - PACKAGE YOUR PRODUCT
- BRAINSTORM IDEAS TO DEFINE/DEVELOP/PACKAGE

Take a look at your sponsorship opportunity from the point of view of a prospective sponsor and yourself "What is my company going to get out of this? A warm, fuzzy feeling for doing good?"

Chances are that in today's globally competitive environment this "good feeling" of donating money may happen but not for the long term and not for as much as you would probably like or need.

THE KEY TO SECURING LONG-TERM CORPORATE COMMITMENT IS TO PROVIDE A TANGIBLE RETURN-ON-INVESTMENT.

Take the following approach:

- Review your current sponsorship to determine what value you can offer a corporate. Put yourself in your sponsors shoes and ask yourself "What's in it for me?" Write down all you can offer.
- Review Section 3 - *Understanding Why Corporations Sponsor* for practical tactics on what you might be able to provide to increase the value of your package.
- Review Section 4 - *Consider Your Sponsorship Offer from the Corporate Viewpoint* for more ideas on what you can offer a corporate sponsor. Use your opportunity as an expense. Go through the checklists. How do you compare?
- Brainstorm - be creative.

Every organisation/activity has something to offer someone.

Being in some "fresh faces", some colleagues who are from another industry. Ask them to give you one hour of their time. Present your opportunities and your ideas and ask for their feedback. Get a fresh point of view.

Now that you have reviewed your sponsorship opportunity in light of all the variables available to you, take a moment to define it.