

*Present to the corporation at the conceptual level.* While it is the norm to take a sponsorship proposal to a corporation after the major details of the tour or programs have been developed, it also makes sense and is acceptable to approach a corporation at the conceptual level. This adds to a greater sense of personal ownership and development from a corporate point of view and may even facilitate a larger commitment, financially and in terms of time, effort and manpower.

*Cooperation/Adaptability.* Be prepared to *work with* your corporate sponsor to create a package that best suits their current business objectives. Showing commitment to appreciating and understanding their need to create/add/delete certain elements of the sponsorship package will reinforce your professionalism and dedication to satisfying your sponsor. This will go a long way in paving the way for a good working relationship. Moreover, should any "mishaps" occur resulting from circumstances beyond your control or otherwise, your sponsors will be more apt to assist in remedying the situation and/or remaining on board for future years.

Sponsors can be extremely demanding and it is often very difficult to say "no" to their requests without feeling guilty or that you may be jeopardising the present and/or any future relationship. For this reason, it is critical that the specific services/package elements be contained in detail in the written contract. However, when dealing with a new and as yet unproven art form, academic program, etc. it may be necessary to make concessions in the first year to gain new sponsorship support. Make note in the contract that in Year II these provision may change, i.e., Year I: reduce sponsorship fee to minimise investment risk; offer to execute certain sponsor elements like a hosting reception, distribute pamphlets on site, paper the neighbourhood with posters advertising the event, prepare and proof the copy on their corporate selling piece, etc.