

STEP #7 - PREPARE YOUR PRESENTATION

The presentation of your sponsorship package provides you with the greatest opportunity to sell yourself and your sponsorship.

Review the following steps in detail and make sure that you are *fully* prepared.

- Set the appointment, giving yourself enough time to make necessary preparations.
- Decide what your visuals will be: Posters, flipcharts, overhead projector, 35mm projector, combination?
- Assemble your material and check it for accuracy.
- Repair or replace damaged items.
- Update and/or revise where necessary.
- Run through (rehearse) to ensure you are familiar with it and that everything is in order, right side up, etc.
- Check projector for focus (and sound, if you are combining recorded material with your slides). Practice setting up.
- Find out whether the room where you will be presenting has a screen. If not, you must provide one.
- If you are leaving printed materials behind, make sure you will have enough.
- Confirm time and place 24 hours in advance.
- Projector.
- Extension cord.
- Spare bulb.
- Slides.
- Transparencies.
- Screen.
- Easel, pointer.
- Notepad, pens.
- Tape recorder.
- Cassettes.

Consider the following:

- Who is the most appropriate person from your "sponsor acquisition team" to be making the presentation? Who has the most experience? Who is the most comfortable? Should two people present?
- When you are presenting you should without distribution of any leave-behind materials until after you have finished speaking to avoid your audience from jumping ahead of you. You want their complete attention.