			<u>Page</u>
Introduction			
i)		ould use this manual?	36
ii)		Il this manual help you do?	36
iii)		use this manual.	37
Section 1		tanding Sponsorship/Donations	
1.1		sponsorship?	40
1.2	Historica	al development. Current practice.	41
Section 2		tanding Event Marketing:	. 44
2.1		event marketing?	45
2.2		the difference between sponsorship and event marketing?	46
2.3	Estimate	ed industry size.	47
2.4		onsorship and event marketing are growing; ng corporate attitudes.	49
Section 3	- Underst	tanding Why Corporations Sponsor	51
3.1		corporations sponsor events? What corporations look for.	· 52
3.2	-	e corporate objectives for sponsorship?	54
•	Practical	tactics to meet corporate sponsorship objectives.	
3.3	Approaci	hes to corporate involvement.	<b>77</b> .
Section 4	- Conside	er Your Sponsorship Offer from the Corporate Viewpoint	78
4.1	Consider	r the corporate event selection criteria.	80
4.2	Consider	r the corporate Relative Value Assessment (RVA) model.	89
Section 5		tanding the Sponsorship and Event Marketing Process: re Should You Start?	91
5.1	Developi	ing Your Product	93
	Step 1	Develop your workplan	93
	Step 2	Define your commitment capabilities/	95
		allocate responsibilities	
	Step 3	Package your product	97
		- brainstorm to define/develop/package	
5.2	_	four Product	100
	Step 4	Research your prospective sponsors	100
	Step 5	Prepare your sponsorship package	102 103
	Step 6	Follow-up to initial contact - yes/no	103
	Step 7	Prepare your presentation Follow-up to presentation	104
5.3	Step 8	ng the Sponsorship	100
5.5	Step 9	Executing the sponsorship	107
	Oteh 2	- contract negotiations/measurement criteria	
		- key tips on developing the sponsor relationship	
5.4	Auditing/Planning For Future		
	Step 10		110 110
Section 6	S - Resour	rces Available To You	. 111
		e Workplans, Contracts, Definition of Terms	
	Cumpic	, trompland, common bound or round	