

STEP 2-DEFINE YOUR COMMITMENT CAPABILITIES/ALLOCATE RESPONSIBILITIES

Review your current and required manpower resources in terms of your planned timelines and the amount of work that needs to be done.

Consider the following:

- How many staff are wanting to secure sponsors?
- How much time can be committed per day/week/month by each individual?
- What is the mean level of experience of the team presenting the sponsorship package?
- Does the "team" have credibility?
- How many corporations are being targeted as prospective sponsors per week and is there enough available manpower to actively pursue each one?
- Should the timelines/workload be re-adjusted to reflect the current situation? Should you target *more* companies?
- Who has the most valuable experience relative to the music industry? media? relation? petroleum industry? banking industry? i.e., who can "speak their language"? Assign that individual the responsibility of pursuing sponsors within that industry.
- While John and Jane are pursuing sponsors who will represent the event at home base? Do you need a telephone answering service? (Return your calls within 24 hours.)
- Who has experience in promotions? advertising? design? creative theming? Assign that individual to developing the sponsorship package.

Consider each element of development, selling and executing by asking the key questions: Who has the most relevant background? Who can commit the time? What resources are available to you?

Inevitably, both time and expertise may fall short of the ideal. Teamwork, enthusiasm and commitment to the end result will bring you through. As will this manual and the resources outlined in Section VI.