

Before you set out to sell/present your sponsorship package, step back and ask yourself the questions that may be asked of you in the corporate boardroom, i.e., "the what's in it for me" test.

To assist you in evaluating how your proposal will stand up to the scrutiny of a corporate CEO or a brand or marketing executive, you should review the following two assessment models. Each of these models was developed specifically for corporations to use in determining whether or not to invest in a sponsorship.

If your proposal does not reflect a healthy portion of the criteria outlined in these models you should a) re-design your package or b) focus your efforts on fundraising, i.e., obtaining donation budgeted dollars rather than event marketing or sponsorship dollars.