

STEP #5 PREPARE YOUR SPONSORSHIP PACKAGE/DISTRIBUTE

Once you have prepared the initial corporate profile you will be better able to fine-tune your sponsorship package to meet their identified needs.

Review that which you have already prepared (as per Step 3) adding or deleting those elements which make sense.

If you are approaching a large number of corporations you will save time and money by preparing a generic sponsorship package and sending it along with a company specific cover letter.

This cover letter would be the place where you would identify to the corporation how your sponsorship will help them to meet their current business objectives.

Spend time receiving and editing their letter as it will be here that your contact may decide whether to read on or to stop.

Distribution

Your sponsor search should be a planned process with a carefully monitored system of distribution. If you are approaching a wide variety of sponsors from a number of different industries you should organise your contacts in a chart form. Monitor the number of companies within each industry, what level of sponsorship they have been offered, whom it went to, when it was sent and when you should follow up.

Reference Section 9 - *The Sponsor Acquisition Plan* for an outline of how organise this process.