Uncover the Revenue Stream You Haven’t Even Thought Of... Yet.

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Have you ever wondered what your next event, tour, or launch would be like if you could take it to new levels of success?

Imagine your clothing being SUPPLIED by a clothing sponsor.
A local business PURCHASES your books/products in bulk to gift event attendees.
All the products you need for your project are PROVIDED by a variety of big brands.
Your tour activities are FUNDED by corporate partners who believe in your mission and the difference you want to make.

This could be your reality!
It has been our reality, and we know this is possible for you, too.
How can this work for you?

In sponsorship relationships, the sponsor is providing money or other resources in exchange for something from you. That “something” can be anything from advertising and promotion, social media exposure, publicity, involvement at events, and naming rights to bringing new customers to their store, sampling of products, increasing sales, or simply getting their brand in front of the audience that you serve.

Every sponsor will have specific objectives that need to be met through their sponsorship dollars.

Let’s also talk a little bit about philanthropy to avoid any confusion. Philanthropy is not the same as sponsorship. Philanthropy is likely something that you are or have been involved with through donating to organizations that you support.

For example, you may have supported annual fundraising campaigns or are a donor to your university alumni or local SPCA. In philanthropy, you are often provided with a tax receipt or a charitable deduction that can be used at tax time. Sponsorship is not a gift; there is an expectation of ROI (return on investment).

In our programs, we cover many other important industry terms that help you demonstrate to sponsors that you understand sponsorship. For now, let’s get you understanding the new world of sponsorship and how you can stand out to sponsors.

Showing up and being genuinely interested in learning about them, their brand, and the difference they make in the world will help you make partners out of sponsors.

Remember, every day sponsors are being pitched and sold to.

As you begin to explore how sponsorship could help you make a bigger difference in the world, it is important to know what you have to offer, why you have so much value to sponsors, and what you need (i.e. how sponsor support will help the project).
Who do you already do business with?

When you look around your home and office, there are brands big and small everywhere you look. The easy ones to notice are food products, clothing, tools, household items, office supplies, and furniture. Brands can also be the vehicle that you drive, the type of computer that you use, your cell phone carrier, your bank, and your insurance company, just to name a few.

In this quick exercise from our Big Dream Primer program, think about everywhere you spend your personal and business resources.

Where do you bank?
Where do you buy groceries?
Where do you get your hair done?
What gym do you go to?
What insurance company do you deal with?

Take a moment to look through your credit card statements, cheque book, or online banking summary to start carefully tracking where you do business. Walk around your home and office; there will be more clues there.

Each of these are potential sponsors for your project.

We encourage you to create a list and ensure that you update it regularly.

You can start with Excel spreadsheets and share them in Google Drive with your team as it grows. You can import this information into lead tracking software when your business (and sponsorship) grows.

List the following pieces of information:

- Product or Service
- Business Name
- Name/Contact Information

These are the potential sponsors you would build relationships with using our 7 Steps for Sponsorship Success.
What are the 7 Steps for Sponsorship Success?

In our programs, we discuss both our 3-step model for getting “sponsorship success ready” and our 7 Steps for Sponsorship Success. We go deep and walk you through how this approach can work for you. For now, we want to share the entire 7-step model so that you understand there’s a larger process at play here.

Our model supports you in building relationships with in-kind partners and corporate sponsors.

The Raise a Dream 3-Step Keys to being “Sponsorship Success Ready.”

The information and methods we use in our programs are designed to make you an “MVP” when it comes to preparing for sponsorship relationships. The keys to that foundational “getting ready” process include:

1) Mindset: Eliminate worry over “asking” and approach building relationships with a priority towards “here’s how I can help” over “here’s what I need”.

2) Value: One way to “know and show” your value to sponsors is to track your influence metrics.

3) Prepare & Practice: Aim for clarity and confidence through research and rehearsal when connecting with sponsors.

• M: Mindset:
  – Build lasting relationships with ease when you start from a positive mindset based on the right knowledge, authentic purpose, and inspiring confidence.

• V: Value:
  – Establish and understand your value to potential sponsors by tracking metrics (and learn to communicate your influence effectively).

• P: Prepare & Practice:
  – Understand your needs and how to position them to sponsors.
The Raise a Dream 7 Steps for Sponsorship Success:

1. **Identify & Research:**
   Potential champions, partners, and sponsors

   Using the guidelines provided in this e-book, identify your champions, your dream sponsors and partners, and the people you do business with. In our programs, we also cover the detailed process we use to find the right contacts, research our potential sponsors, and how to use that data to build authentic relationships.

2. **Connect:**
   Start building meaningful connections

   Start building relationships with your potential partners online by connecting on LinkedIn, following their social media channels, and meeting them at their place of business or at events/groups they frequent, when possible.

   **The Importance of Following Up:** Always follow up promptly after any call, email, or LinkedIn request. A prompt response shows businesses you are responsive and easy to work with. Make sure to answer any questions that require follow up. Always over-deliver. Do what you say you are going to do. Be consistent and be grateful.

3. **The Discovery Call:**
   Getting to know your sponsor

   Boil your project down to a 2- to 3-minute clear and succinct sound bite. Practice it in front of a mirror. Practice out loud to friends and family. Be passionate, not scripted. Ensure your program/launch/event is clear to someone who’s never heard of it.
When you set up your initial calls with potential partners, think of this as a discovery call. The purpose of the call is to find out about them: the company values, priorities, marketing objectives, along with their sponsorship processes and priorities. You are exploring whether or not there is a potential fit. You ARE NOT trying to sell them.

Also ensure you have practiced your “bio” and company overview. You need to be able to describe your company/organization briefly while still highlighting awards and other noteworthy factors. Be prepared to talk about your social reach and metrics in the event the question is asked. Remember, the initial call is more about them and securing a second phone call or meeting to continue the conversation. These phone calls essentially form the basis and groundwork from which you may develop a customized proposal for them. The proposal would be based upon all the information you receive and discuss in your calls. This is a lengthy process and is not only about gathering information to build a proposal and build a partnership; it is about building relationship and trust first.

**Follow up is key and is the bridge to the next step.** Always follow up promptly after any call, email, or LinkedIn communication. Make sure to answer any questions that require follow up. Always over-deliver. Do what you say you are going to do. Prepare for your next conversations. Be consistent and be appreciative.

4. The Proposal:
   **Wait for your invitation**

Once you secure partners, seek permission to send a summary or a proposal that is customized and based on your conversations. Once you land on an agreement, spell out the terms in a clear contract. The brand/sponsor may have a standard agreement. Ensure you seek legal review/advice before signing so that you clearly understand the terms and impact on you.

**Follow up to move forward.** Always follow up promptly after your communications and as you build the relationship. Make sure to answer any questions that require follow up. Use the information you receive
during your conversations to help you prepare. Always over-deliver. Surprise your potential partner; send your information or proposal earlier than you promised it. Be consistent and be grateful.

5. The Contract:
   Dot your “i’s” and cross your “t’s”

Once your proposal has been accepted, make sure that you outline the agreements clearly and succinctly in a professional contract. The fastest way to end a great relationship is to be unclear about the agreements and have the relationship result in disagreement, disappointment, and ultimately dissolution. A well thought out contract that clearly spells out all of the agreements can be the one thing that keeps conflict from ever happening.

6. Fulfillment:
   Keep your promises

Always keep your commitments and be prepared for the next call. Do more than you promise. Always over-deliver. Take every opportunity to recognize your partner(s) and sponsors, especially when it’s unexpected.

Follow up as you reach the finish line. Review the sponsorship agreement for any items that require follow up or completion. Find a creative way to over-deliver. Do what you say you are going to do. Be consistent and demonstrate the importance of the relationship that has been built.

7. Thank You:
   Gratitude is essential

Always express gratitude, share positive feedback with sponsors, and send personalized thank you cards. Where possible, thank them in person and recognize them publicly and on social media, even outside of the contract.
Preparing for Sponsorship Success

1. Mindset
2. Value (Metrics)
3. Prepare & Practice

The Raise a Dream 7-Step Model for Sponsorship Success

1. Identify & Research
2. Connect
3. The Discovery Call
4. The Proposal
5. The Contract
6. Fulfillment
7. Thank You

Follow Up

Relationship Building
Our clients have proven this model works.

- **Jo Dibblee,**
  *Speaker, Author, and Breakthrough Expert*
  www.Frock-Off.com

Learning about the true value of collaborative sponsorship from the Raise a Dream Team was invaluable to me in the growth of my business. I took away actionable strategies and tools and landed my first big sponsor within weeks of taking the program!

- **Yvonne Heath,**
  *Speaker, Author, and Founder of Love Your Life to Death*
  www.LoveYourLifeToDeath.com

I can honestly say, without hesitation that connecting with Charmaine Hammond changed my life. She went above and beyond to connect me with people, teach and support me, and celebrated my every success. The greatest revelation – the world of sponsorship, collaboration, and partnership – has changed the course of my journey. Having Charmaine as a mentor and following the “Raise a Dream” model will help anyone reach greater success. I will be forever grateful for Charmaine.

- **Darlene Gudrie Butts,**
  *Acclaimed Author, Speaker, and Business Strategist*
  www.DarleneButts.com

Charmaine is an expert in the field of collaboration and corporate sponsorship. Because of her in-depth knowledge, effective strategies, and passion, I had the tools I needed to find sponsors for my trip across Canada for my book, 150 Canadian Stories. If you have a dream, mission, or message you want to share with the world and collaboration will help you achieve that, contact Charmaine now to achieve your goals!

- **Miriam Laundry,**
  *Award-Winning Author of I CAN Believe in Myself and Guinness World Record™ Holder*
  www.LaundryBooks.com

I used several of Charmaine’s strategies on building partnerships and raising funds for my Guinness World Records™ campaign and they worked beautifully. I was not only able to fund the campaign and set a world record, but also empower many children to think positively in the process. I am so thankful for her knowledge and insight.
We want to thank you for your interest in sponsorship and our 7-Step Model for Sponsorship Success. We wish you tons of success with your project, and we look forward to learning more about you and your vision.

Dream BIG,
Charmaine Hammond & Rebecca Kirstein