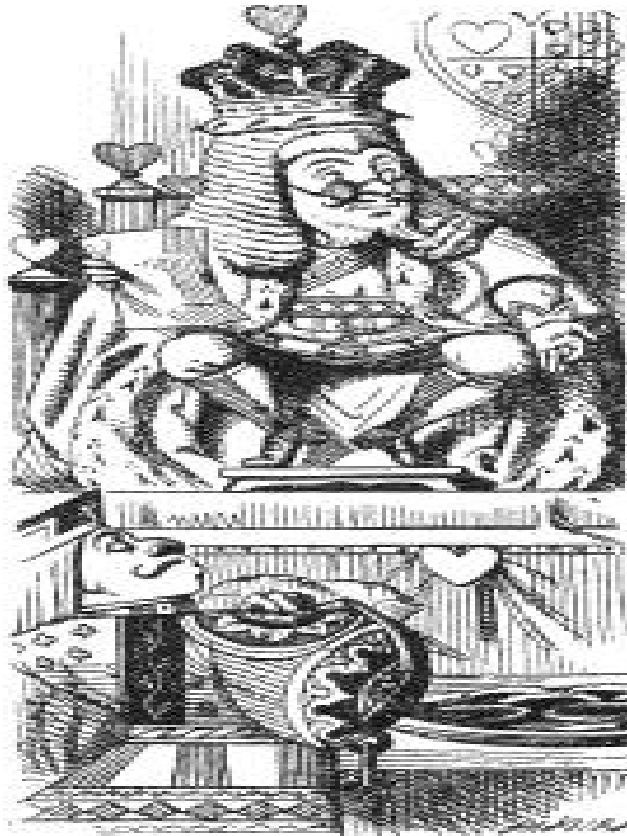




Establish A Time Line



- Need to have sufficient lead time
- Find out company's planning cycle
- Selling window



Defining the Target

- Determine your organization's target market
- Define partnership prospects
- Make sure there is a match



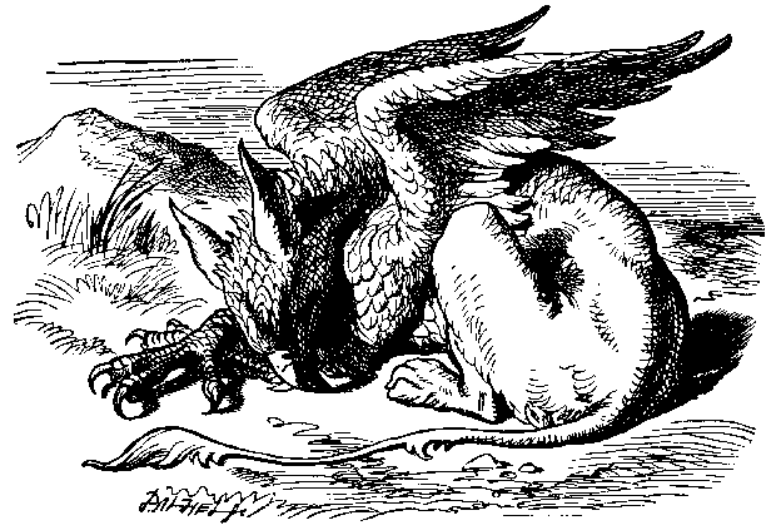
Creating the Proposal



- Organize your assets
- Sometimes “less is more”-use bullet-points
- If possible, customize your proposal for each prospect

Presenting the Proposal

- Minimum of 3 face-to-face Meetings
 - Needs Analysis
 - Present the Customized Proposal
 - Negotiate / Close Deal

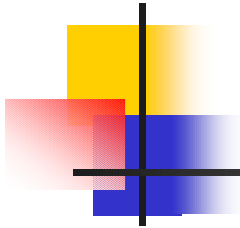


Ten Tips for Successful Partnerships



1. Attitude is everything
2. Set specific, measurable goals
3. Get started
4. Keep educating yourself
5. Keep your eyes on the prize

Ten Tips for Successful Partnerships



6. Success is in the details
7. Remain focused
8. Be brave and take risks
9. Communication is the key
10. Be responsible, dependable and honest

Pertinent Websites

- www.sponsorship.com
- www.fdncenter.org
- www.sedi.org

