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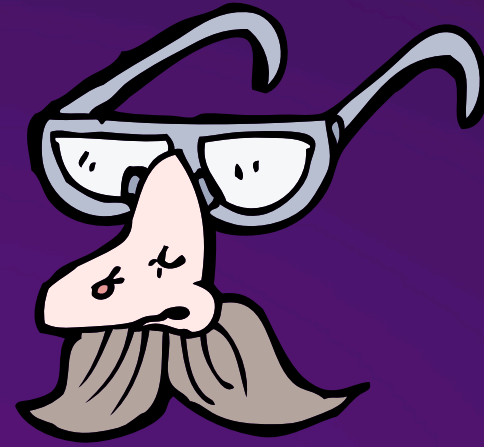
Bruce Rosenthal
Associates, LLC

IS YOUR CORPORATE SPONSORSHIP STRATEGY HAUNTED?

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Do You Really Have a Sponsorship Program or just a Quest for Money in Disguise?



- **Most association staff and board members say the primary reason they want sponsors is for money; money to reduce registration fees; money to reduce member dues**
- **Companies don't want to be treated like a checkbook or an ATM**
- **Take off the "quest for money disguise" and create partnerships with companies**

Do You Have a Witches Brew of Benefits?

- **A large prospectus does not convey value...Instead:**
 - **Determine each client's (aka sponsor's) business objectives and marketing goals**
 - **Develop a customized partnership package to fulfill each company's objectives and goals**
 - **Discuss and negotiate for the win-win**



Is Your Sponsorship Program a Trick or Treat?

- When associations contact companies about a big new opportunity and that opportunity is to be a webinar sponsor with the company's logo on the first and last slide of the webinar ... that's a trick, not a treat
- When associations tell company execs that "customizing" is swapping out a benefit or two on a long list of Gold, Silver and Bronze category benefits ... that's a trick, not a treat
- Don't trick companies; offer them a treat to add value



Are Your Sponsors Ghosting You?

- Offer companies value propositions so they don't ghost you
 - Outreach ghosting: your words are not resonating so you don't get a response
 - Value ghosting: you're lacking effective connection to the corporation so you don't get a response



Does Your Board or Staff Look in Horror at Your Corporate Partnership Program?

- Board and staff are sometimes skeptical; afraid of corporate sponsorships being too “salesy”
- Avoid the staff and board look of horror by creating a sponsorship policy that ensures alignment of each sponsorship with the association’s mission as well as a focus on fulfilling members’ needs



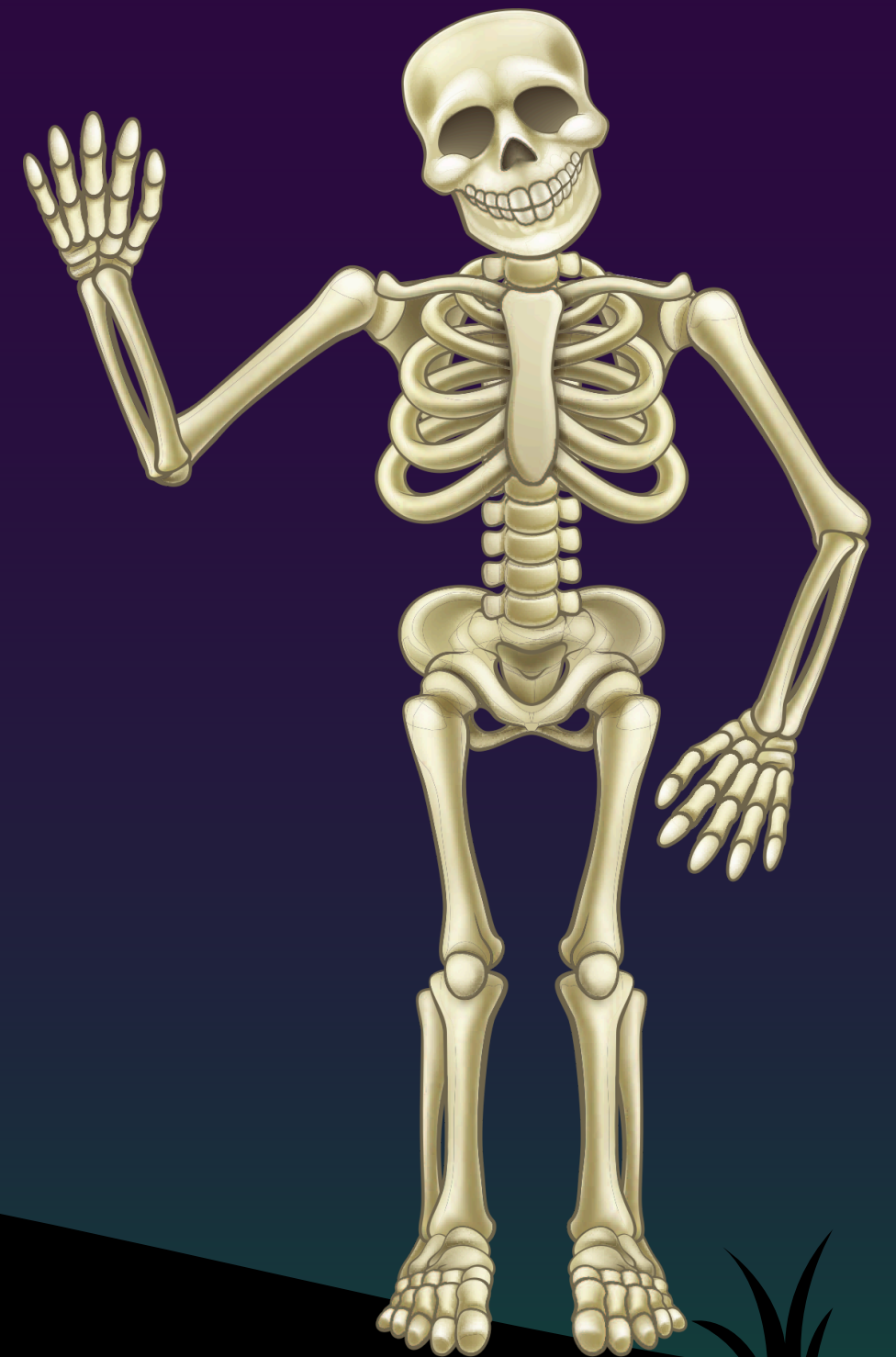
Are Your Calls with Prospective Sponsors Scaring People Away?

- **Companies are overwhelmed with sponsorship offers**
 - **Differentiate from the competition**
 - **Craft compelling outbound messages that are 200 words or less and clearly state why the corporation is an optimal potential partner**
 - **Choose customized opportunities crafted for the specific sponsor**



Are You Trying to Run Your Sponsorship Program with a Skeleton Staff?

- Sponsorship management shouldn't just be an extension of someone else's job
- You can't create a robust sponsorship program with a skeleton staff
- Associations need senior level staff with the right skill-set for sponsorship success: business development, marketing



Are You Dealing with Zombies?

- **Zombies suck the life out of you! Low-level sponsors can take a lot of time. Set boundaries**
- **Be aware that you have competitors, aka Zombies ... and they can attack your space**
- **Differentiating your sponsorship program = chasing away the Zombies**



How Can You Make Sponsors Light Up like a Jack-o-Lantern?

- **Start exploratory calls with companies by saying, "we're not selling sponsorships on this call; we'd like to learn about your company's marketing objectives and business goals"**
- **Stay in touch with your sponsors; check in at least quarterly or when something changes or when there is news to share**



How Can You Share Ideas with Sponsors and not Hide behind a Mask?

- **Companies want to be partners ... not just called "partners"**
- **Don't be afraid to be truthful about what your association and members need**
- **Corporate partners are also good resource providers**



**Make Sure Your Sponsorship Programs are a Treat...
Not a Trick... for Your Association and Your Sponsors**



About the Authors...



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