



IS YOUR CORPORATE SPONSORSHIP STRATEGY HAUNTED? 2026 EDITION

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DO YOU HAVE A WITCHES BREW OF BENEFITS?

DETERMINE EACH SPONSOR'S BUSINESS OBJECTIVES
AND MARKETING GOALS

DEVELOP A CUSTOMIZED YEAR LONG SPONSORSHIP
PROGRAM TO FULFILL EACH COMPANY'S OBJECTIVES
AND GOALS



DISCUSS AND NEGOTIATE FOR THE WIN-WIN



MAKE YOUR 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





DON'T HIDE BEHIND THE MASK

COMPANIES WANT TO BE PARTNERS ... NOT JUST CALLED
"PARTNERS"

DON'T BE AFRAID TO SHARE WHAT YOUR ASSOCIATION
AND MEMBERS NEED

CORPORATE PARTNERS ARE ALSO GOOD RESOURCE
PROVIDERS





HAVE A POTION OF POLICIES

CREATE A SPONSORSHIP GUIDELINES DOCUMENT THAT SPELLS OUT THE TYPES OF SPONSORS YOU WANT TO ATTRACT AS WELL AS INDUSTRY CATEGORIES THAT DO NOT RESONATE WITH YOUR ORGANIZATION

A GREAT WAY TO INSERT A CHECKS AND BALANCES SYSTEM INTO YOUR CORPORATE SPONSORSHIP STRATEGY





DON'T DRESS UP IN GOLD, SILVER, BRONZE

TAKE TIME TO GET TO KNOW EACH OF YOUR
SPONSOR'S SPECIFIC GOALS AND INTERESTS TO
CUSTOMIZE YOUR SPONSORSHIP OFFERINGS

THIS IS THE KEY TO BUILDING A LONG TERM
SPONSORSHIP AS OPPOSED TO A ONE TIME
VISIBILITY OPPORTUNITY





**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 ... CLEARLY STATE WHY THE
CORPORATION IS AN OPTIMAL POTENTIAL PARTNER**





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





HAVE YOU CONSIDERED A MONSTER MASH UP?

TAKING TIME TO EVALUATE WHO YOUR
COMPETITORS ARE AND HOW YOU CAN
DIFFERENTIATE YOURSELF IS IMPERATIVE
TO THE SUCCESS OF YOUR CORPORATE
SPONSORSHIP STRATEGY





YOUR SPONSORS DESERVE TREATS, NOT TRICKS

**WE HELP ASSOCIATIONS TRANSFORM TRANSACTIONAL
SPONSORSHIP PROGRAMS INTO ONES SPONSORS REALLY LOVE!
CONNECT WITH US.
NO TRICKS ...
JUST PROVEN STRATEGIES THAT WORK.**

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