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CONSULTING LLC

FROM SO-SO TO SUPERSTAR:
Creating a Strategy that
Draws Sponsors to You

**Visibility
Revenue
Impact**

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Author of
How to Jump-start Your Sponsorship Strategy in Tough Times

MEET GAIL BOWER

Vision



- Unrestricted/
non dues revenue surplus
- Greater engagement
- More value
- Confident staff leadership

Most common struggles

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- Low fees
- Too few sponsors
- Low renewal rates
- Feeling stuck operationally

What is corporate sponsorship?



Marketing medium

- Exchange of value for cash/
in kind fee

Distinctions

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- Philanthropy: no strings attached
- Advertising: quantifiable

Corporate Sponsorship

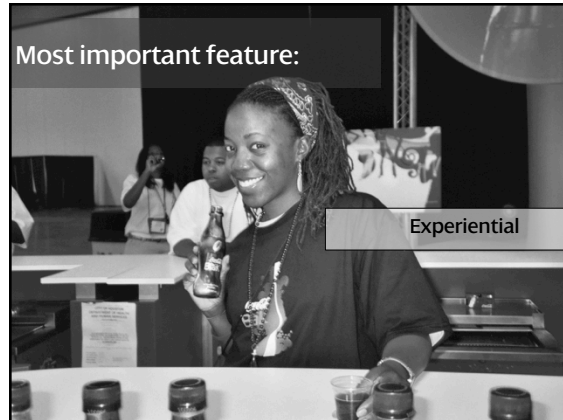


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- Provide new/existing customers with the experience of a sponsor's product/service in a positive environment
- "Good will"
- Quantifiable + qualitative benefits
- Meets two organizations' goals
- Partnership

Most important feature:

Experiential



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On her way to Superstar

MEET CATHY WARNER



Selling sponsorship is more fun.



Greater engagement.
Sponsors call Cathy.



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SATellite
the Sponsorship Assessment Tool
for seeing your prospects
Powered by Gail Bower

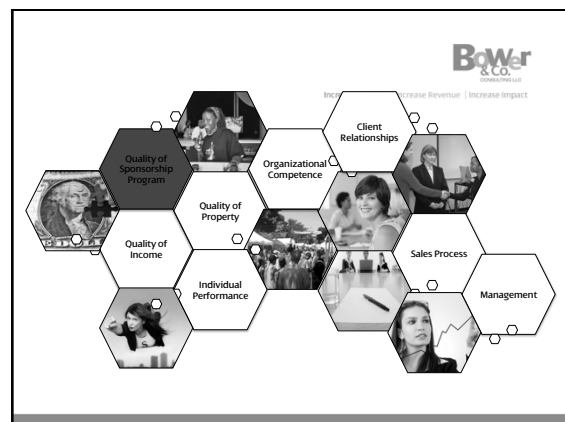
**8 DRIVERS OF
SUPERSTAR STRATEGIES**

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3 Categories

- Product
- People
- Process



Quality of the Sponsorship Program



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- Leverage all assets and opportunities
- Renewable resource: innovate
- Advance your mission
- Create value with commensurate fees
- Creativity counts



- Generic
- Undervalue
- No focus on ROI
- Competition
- Sophistication

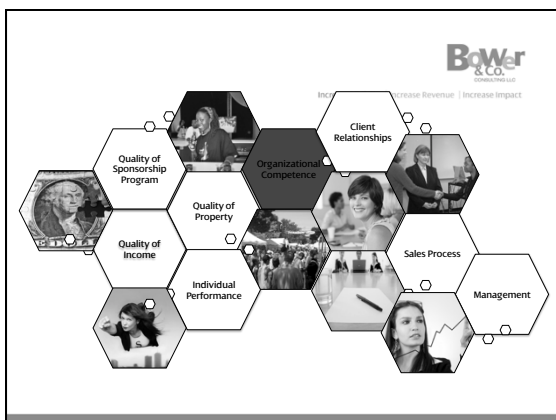


Quality of the Property



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- Popular
- Growth trajectory
- Fiscally sound
- Reputation
- Sponsors contribute



Organizational Competence



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- Staff capacity
- Culture fit
- Committed to success
- Innovation



Management

- Skilled supervision
- Measurement
- Professional development and tools
- Policies



Individual Performance

- Leadership
- Assertive
- Collaborative
- Business development skills
 - Initiating and building relationships



Sales Process

- Clear
- Prospects
- System



Client Relationships

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- Decision maker
- Trust
- Multiple levels
- Feedback



Quality of the Income

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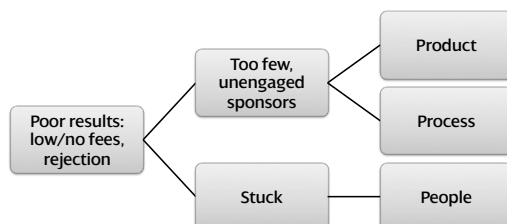
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- Fee strategy
- Profitable
- Buyer oriented

When something is off...

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How is your organization's performance?

<http://tinyurl.com/SuperstarintheMaking>

Follow the link. Find out.

Resources



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- White Paper: ***Up Your Game: 10 Sponsorship Lessons You Can Learn from Sports***
- Get *BowerPower Papers*, Gail's free quarterly digital newsletter.
- Visit Gail's Blogs
 - SponsorshipStrategist.com
 - GailBower.com/blog



Resources



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Q&A



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What's your next step
to becoming a Superstar?



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