

Bower & Co.
CONSULTING LLC

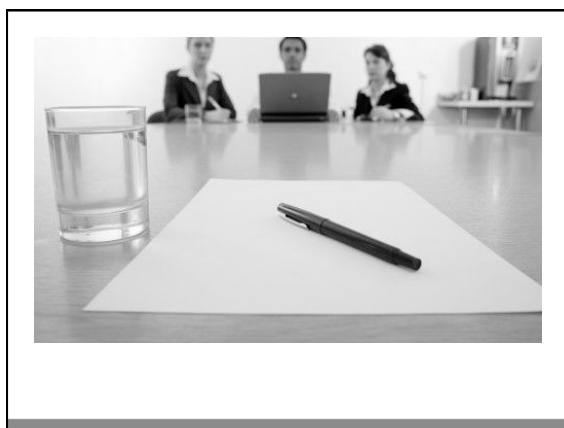
Cultivating Powerful Partnerships

Gail S. Bower, President
Bower & Co. Consulting LLC
GailBower.com
SponsorshipStrategist.com

Visibility
Revenue
Impact

Bower & Co.
CONSULTING LLC

Increase Visibility | Increase Revenue | Increase Impact

Bower & Co.
CONSULTING LLC

Increase Visibility | Increase Revenue | Increase Impact

Three Phases

- Preparation

Bower & Co.
CONSULTING LLC

Increase Visibility | Increase Revenue | Increase Impact

Three Phases

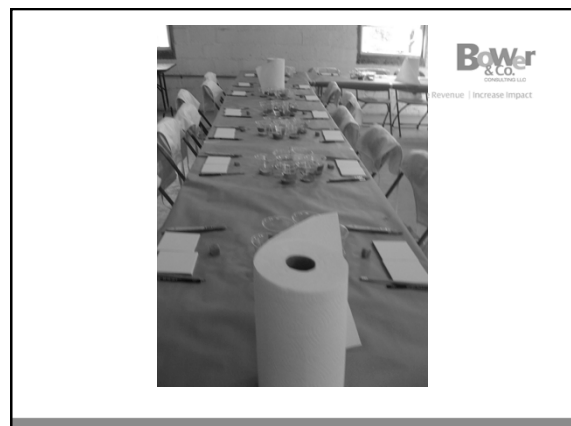
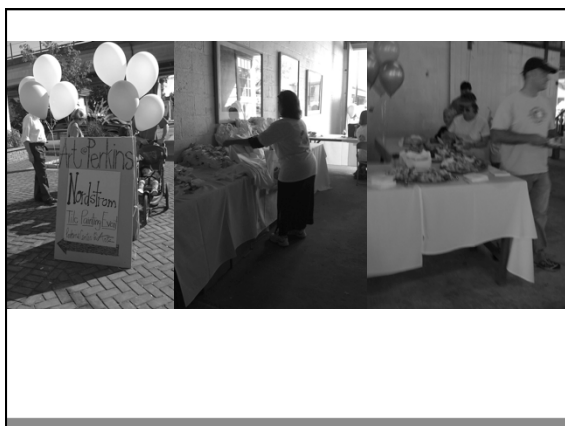
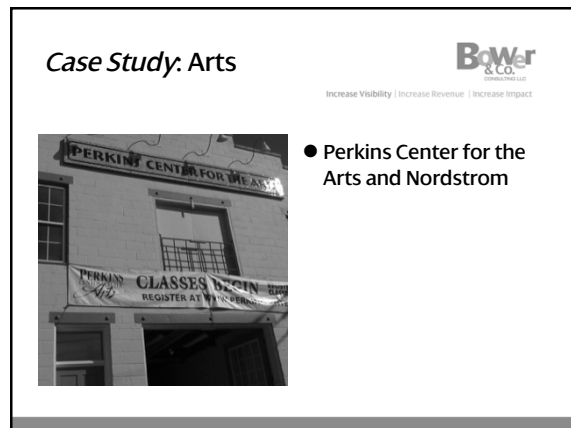
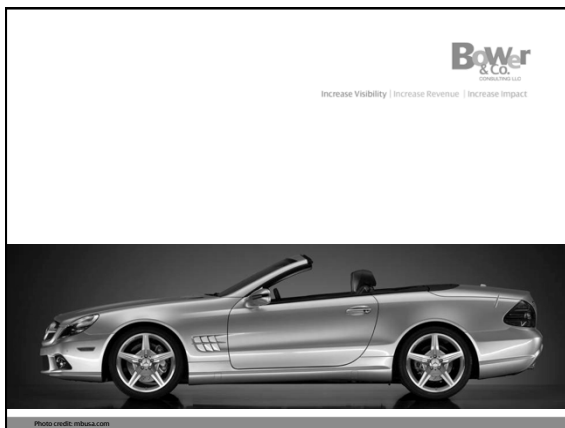
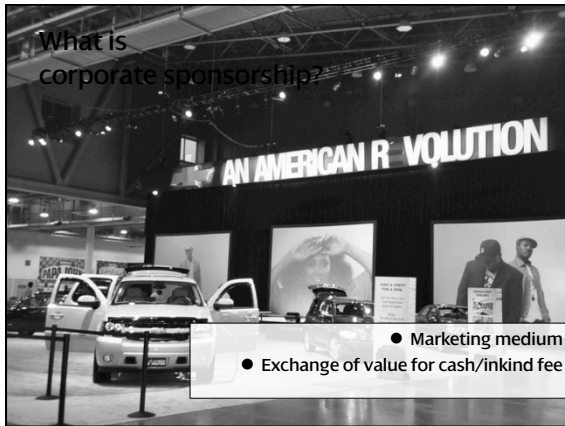
- Preparation
- Process

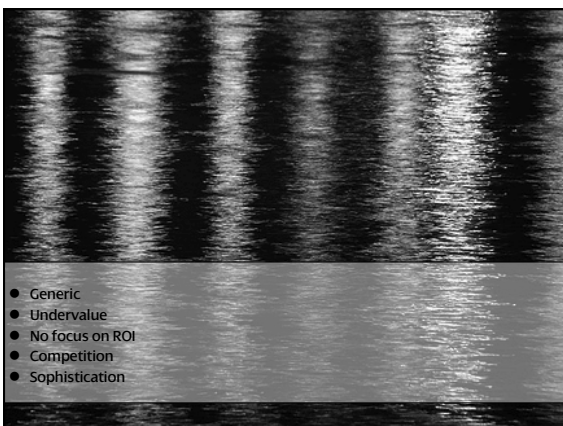
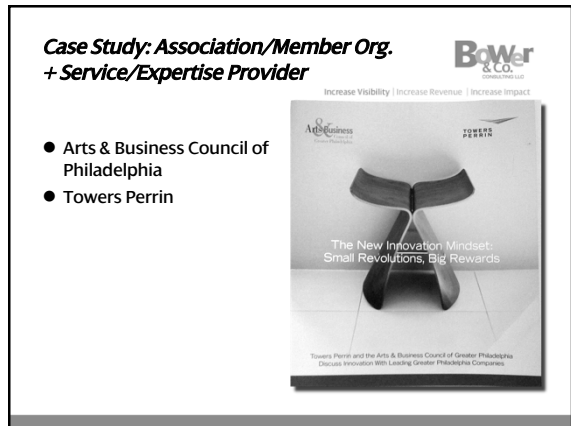
Bower & Co.
CONSULTING LLC

Increase Visibility | Increase Revenue | Increase Impact

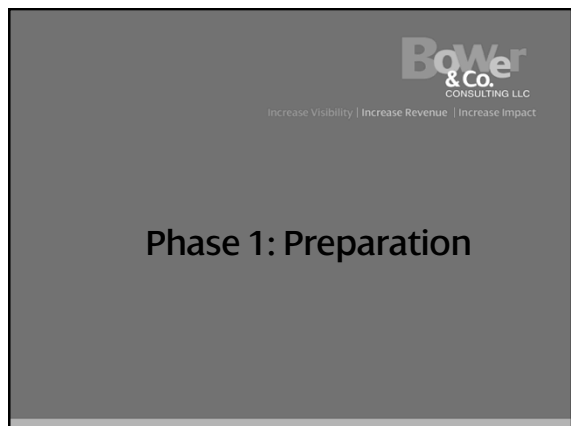
Three Phases

- Preparation
- Process
- Partnership





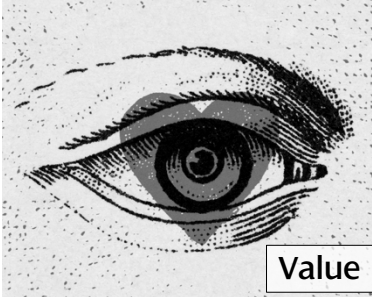
- Generic
- Undervalue
- No focus on ROI
- Competition
- Sophistication



**Phase 1:
Preparation**

Bower & Co.
CONSULTING LLC

Increase Visibility | Increase Revenue | Increase Impact

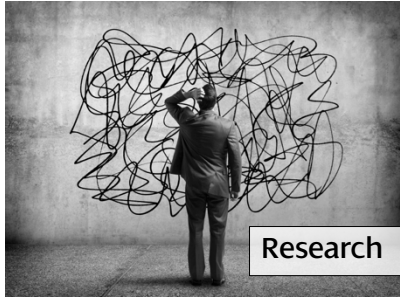


Value

**Phase 1:
Preparation**

Bower & Co.
CONSULTING LLC

Increase Visibility | Increase Revenue | Increase Impact



Research

**Phase 1:
Preparation**

Bower & Co.
CONSULTING LLC

Increase Visibility | Increase Revenue | Increase Impact



Vision

Bower & Co.
CONSULTING LLC


Increase Visibility | Increase Revenue | Increase Impact

Phase 2: Process

**Phase 2:
Process**

Bower & Co.
CONSULTING LLC

Increase Visibility | Increase Revenue | Increase Impact



Relationship

**Phase 2:
Process**

Bower & Co.
CONSULTING LLC


Increase Visibility | Increase Revenue | Increase Impact

Enthusiasm

**Phase 2:
Process**

Bower & Co.
CONSULTING LLC

Increase Visibility | Increase Revenue | Increase Impact



Enthusiasm

**Phase 2:
Process**

Bower & Co.
CONSULTING LLC

Increase Visibility | Increase Revenue | Increase Impact



Goal of meeting

Sampling of Desired Outcomes

Bower & Co.
CONSULTING LLC

Increase Visibility | Increase Revenue | Increase Impact

- Generate sales
- Build traffic, both online and to retail outlets
- Encourage product usage
- Influence opinion
- Meet social responsibility efforts
- Foster diversity efforts
- Entertain clients.
- Social media engagement

Good Questions:

Bower & Co.
CONSULTING LLC

Increase Visibility | Increase Revenue | Increase Impact

- What are the best methods for securing business?
- What is your most important marketing objective? Tell me more about your strategy to achieve this objective.
- How is today's marketplace changing your strategy? What are your sponsorship goals?
- How will you measure the success of our sponsorship program?
- Who are the decision makers in your business?
- What are the most important ways to activate your corporate sponsorship investments?

Bower & Co.
CONSULTING LLC

Increase Visibility | Increase Revenue | Increase Impact

Phase 3: Partnership

**Phase 3:
Partnership**

Bower & Co.
CONSULTING LLC

Increase Visibility | Increase Revenue | Increase Impact



Fulfillment

**Phase 3:
Partnership**

Bower & Co.
CONSTRUCTION LLC

Increase Visibility | Increase Revenue | Increase Impact



Evaluation

**Phase 3:
Partnership**

Bower & Co.
CONSTRUCTION LLC

Increase Visibility | Increase Revenue | Increase Impact



Future

Resources

Bower & Co.
CONSTRUCTION LLC

Increase Visibility | Increase Revenue | Increase Impact

- Slides
- *Your Vital Role as a Sponsorship Seller*
- Free articles & white papers at GailBower.com
- *BowerPower Papers*
- Blog: SponsorshipStrategist.com.

