



STRUCTURING

YOUR

**SPONSORSHIP
PROGRAM**

ROBERTO C. CANDELARIA

Structuring Your Sponsorship Program

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Listen to the replay of "Structuring Your Sponsorship Program"

<http://robertocandelaria.com/structure>

NOTE: You must enter a password on the page to watch video and the password is case-sensitive.

IWANTSPONSORS (all caps) is the password.

Getting the Most from "Structuring Your Sponsorship Program"

Howdy! I'm glad ya got a copy of "Structuring Your Sponsorship Program"!

These worksheets audio training are a great first step in building a sustainable sponsorship program for you and your business or non-profit.

Remember: Sponsorship is simple, it's just not easy.

Only you can start your sponsorship process, and now is the time to start. If you are new the idea of sponsorship for your business or non-profit, start small!

Download or print this workbook prior to listening to the audio recording of "Structuring Your Sponsorship Proposal".

If needed, pause the recording and take time to fill in the blanks for you and your sponsorship program.

This is the same process I go through for every new sponsorship program I launch.

Most importantly, have fun!

Yes, that's right, have fun. Sponsorship is an amazing journey and you could meet the people who will become friends, sponsorship, and JV or strategic partners of your business or non-profit for years to come. Sponsorship takes time and persistence, but the rewards are far greater than the effort.

Welcome!

Hi, I'm Roberto...

I discovered this thing called “sponsorship” by complete accident during my sophomore year of high school. Although I didn't realize it was called sponsorship at the time, it's a skill set that I've learned and mastered over almost 2 decades by working with millions in sponsorships. I've worked with for-profit and non-profit, startups to Fortune 10 brands, and people that just had a "napkin" idea that wanted to change the world.

I've had the opportunity to work with brands such as BMW, DELL, Disney, Enterprise Car Rental, Southwest Airlines, American Airlines, Wells Fargo, State Farm Insurance and Zappos — to name a few.

Why is this important to you, the reader? Simple... I've seen sponsorship from the ground up and worked “in the trenches” for years getting sponsored, helping others get sponsored, and working on sponsorship programs for National brands you might recognize. Not only that, I still practice sponsorship in my own business and events. I'm not some wackadoodle sharing things that worked 15 years ago that have no current value.

In my years of teaching and mentoring people how to get sponsored, one of the most common questions I get is... “What can I get sponsored?”

For years I've answered, “You could get almost anything sponsored if you have something that is legal and that someone or some company sees value in.”

I used that answer because every business is different, every nonprofit is different, and every sponsorship is different. What's not different? The endless combinations a business or non-profit can create to get sponsors.

The purpose of “Structuring Your Sponsorship Program” is to help you identify the promise or you sponsorship program and create a structure what will last.

I invite you to use these worksheets and audio recording as a starting point to determine what you could consider in building your sponsorship program.

Structuring Your Sponsorship Program

1. What is the promise of your sponsorship program?

2. What is the length of the main sponsorship property within your sponsorship program?

3. What are the investment ranges for your sponsorship property?

Structuring Your Sponsorship Program

What will you have sponsored?

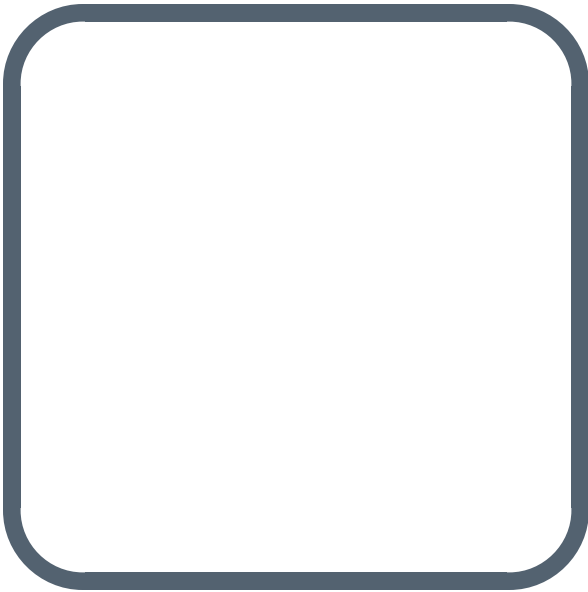
When will it take place?

Who is your target market?

What is your budget?

Structuring Your Sponsorship Program

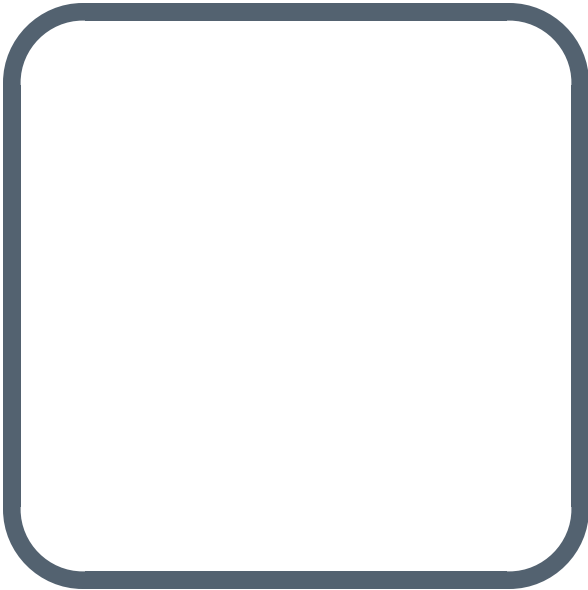
What benefits are virtual?



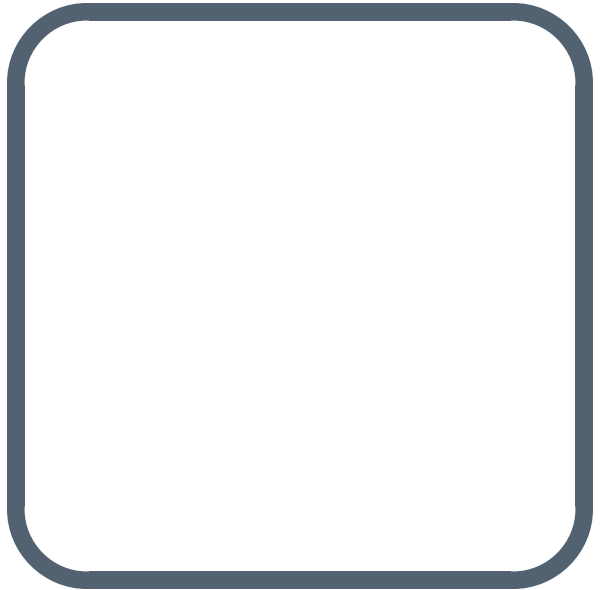
How much social media?



What benefits are face to face?

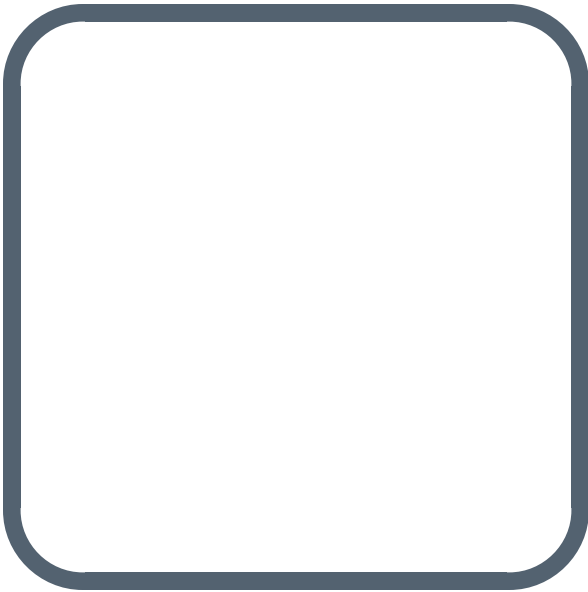


What "bonus" can you have?

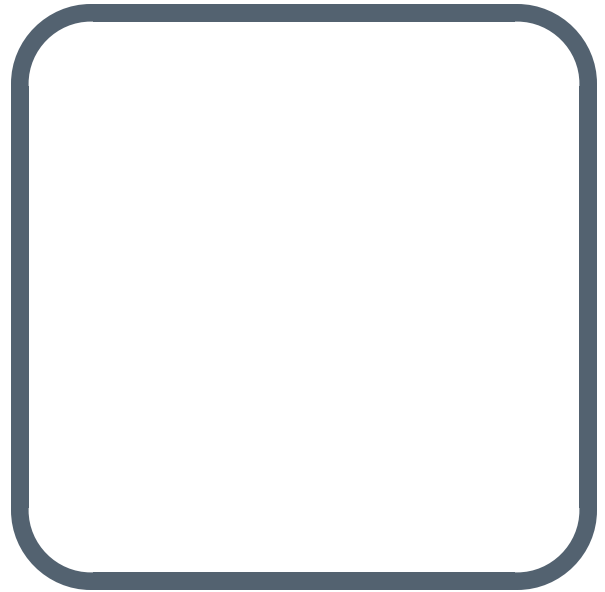


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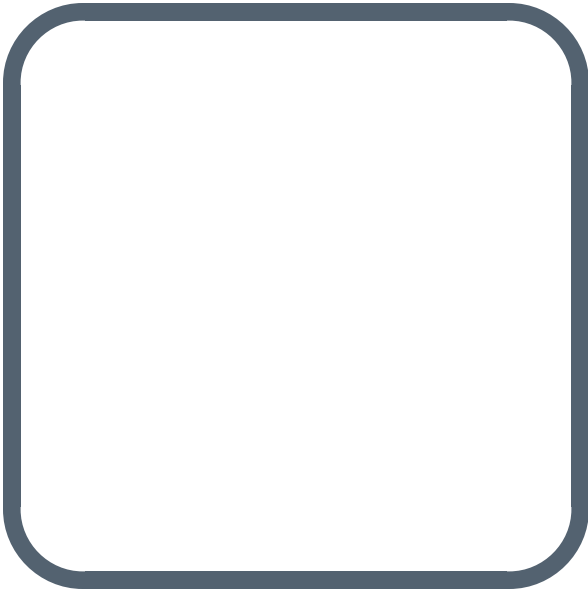
What Sponsors Do I Want?



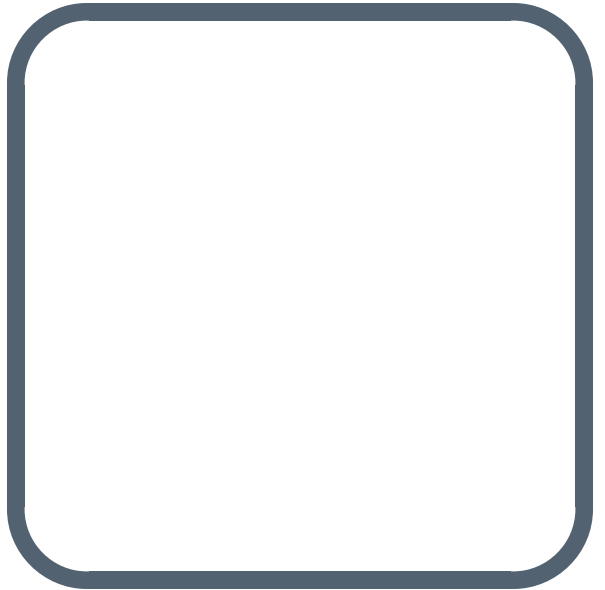
Properties they sponsored...



What benefits were offered?

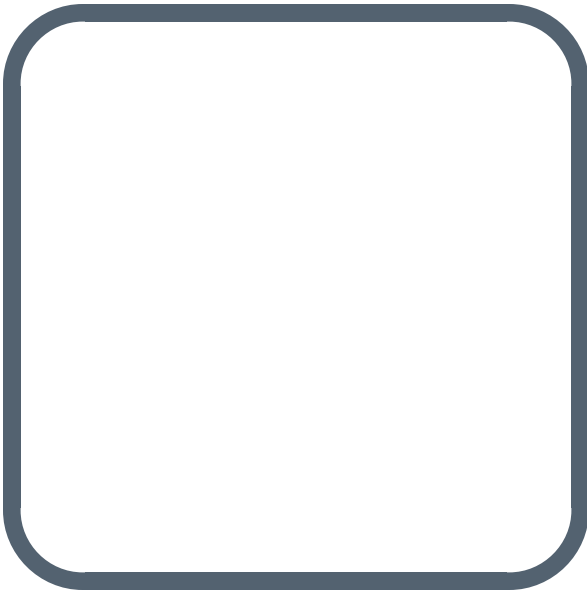


What fee was paid?

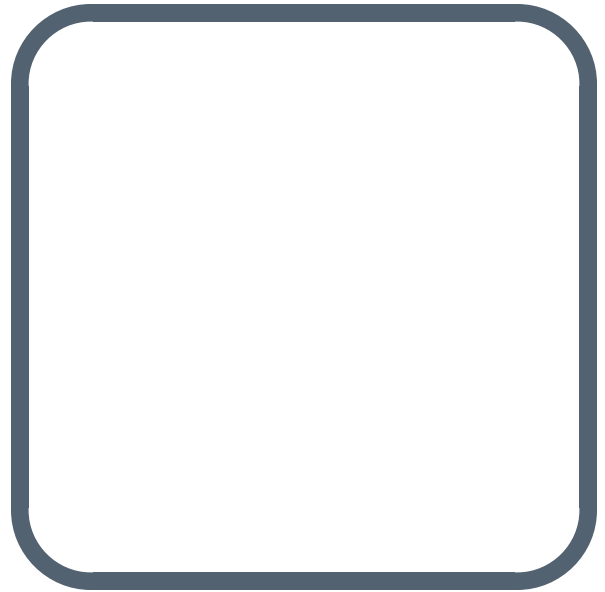


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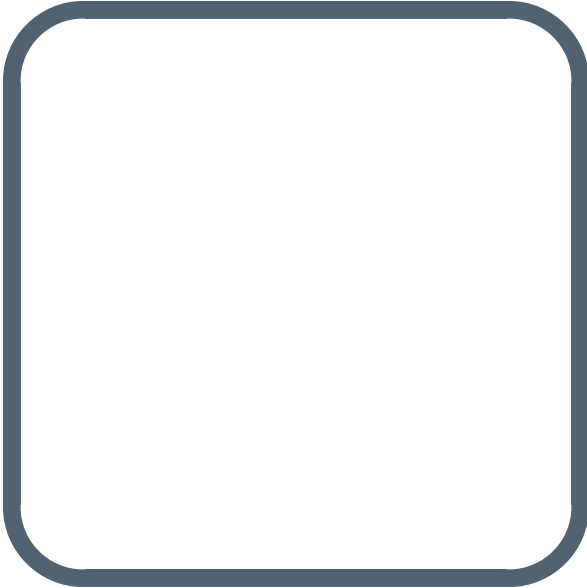
Who do I contact?



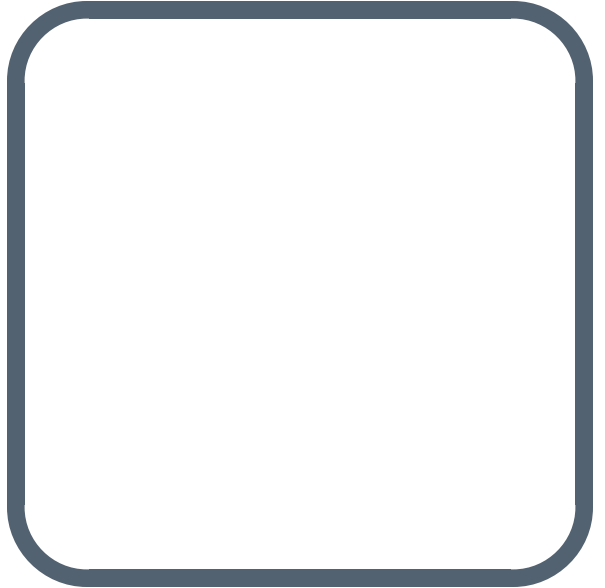
Are they on LinkedIn?



Best Contact Method?



What are their biz goals?



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1. Based on my estimated budget of \$_____ I estimate that \$_____ will be covered by _____ and therefore I'm looking for \$_____ in Sponsorship Dollars.

2. If I am looking to get sponsored in the amount of \$_____, I would like that to happen with _____ (number) of Sponsors.

3. The Names of my sponsorship packages will be _____, _____, and _____

Structuring Your Sponsorship Program

4. I can over-deliver to my sponsors by:

5. Since my budget is \$ _____, I can only offer up to \$ _____ sponsorship in trade with the rest cash.

6. Their payment terms of my sponsorship will be _____

7. The authorized signer at my prospective sponsor is?

But Wait...

There's More!

I love getting sponsored, and I'm sure that you could enjoy it also. I mean it's kinda nice being able to fund your dreams and grow your business or non-profit by getting sponsored! You'd be ok with that, right?

I want to invite you, very briefly, to consider the other side sponsorship.

Sponsorship as a marketing tool for your business. We already know, and research shows, that most major brands are using sponsorship as a way to get a better ROI and "bang for their buck" instead of "traditional" advertising.

Just because you might not see yourself as a "big company" doesn't mean that you can't sponsor things. In fact, it's the opposite!

One side of sponsorship that some small business owners forget about is that YOU can also find ways to sponsor things as well.

Here's the deal... when you get sponsored, I invite you to price your sponsorship as competitively as possible.

When you're sponsoring... get the best deal you can for the most exposure!!

I talk a bit more about how small businesses can sponsor things in the video replay that goes with this PDF ebook. Be sure to check out the video... we talk about one of my students who sponsored a National Annual Event for a Global Women's Organization with nose tissues! The video information is on the next page.

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About the Author



Roberto C. Candelaria is the founder of Sponsorship Boot Camp, Creator of My Crowdfunding Secrets, and author of the International Bestselling book, Relationships Raise Money: A Guide to Corporate Sponsorship. He has shared the stage with trainers and speakers such as Tom Antion, Dr. Barbara De Angelis, John Assaraf, Brendon Burchard, Greg S. Reid, Rick Frishman, Sharon Lechter, Bill Walksh, Jim Kwik, and Bob Proctor.

An in-demand Mentor, Strategist, and Consultant, Roberto has worked with companies such as American Airlines, BMW, DELL, Disney, Enterprise Car Rentals, Hilton Hotels, Southwest Airlines, State Farm Insurance, Wells Fargo, and Zappos – to name a few.

A recognized industry leader, Roberto's products and presentations have made him renowned, innovative expert. As one client recently said, "If you follow his plan, success is inevitable."

Want to know more about me and who inspires me? [Go here: Meet Roberto!](#)