

Sponsorship Planning Model

Vision and Values Sponsorship Objectives Revenue Generation Expense Reduction Program Enhancement Credibility Other Audience **Unique Selling Proposition** Relationship Brand / Brand Promise Differentiation Timing Positioning Competitive Advantage Opportunity for Impact **Key Messages** Print Collateral **MASTER INVENTORY** Advertising Benefit (Asset) **Direct Mail** Audience Reach Web / Internet Public / Community Relations Sales Venues **Benefit Valuation** Sales Promotion Tangible Value Displace Space Intangible Value Speaking Value Enhancement Networking Media Other **Partners Sponsorship Packaging** By Property By Objectives **Sales Critical Path Brand Enhancement** Sales Collateral Planning Calendar Public Profile Sales Letters Weekly Planner Industry Profile Opportunity Overview Target Market Profile Opportunity Prospectus **Sales Process** Planning / Prospecting **Building Rapport** Qualifying Problem Solving & Proposing Closing **Sponsor Servicing** Communication Measurement Reporting Renewals Testimonials Referrals

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