

# HOW TO ATTRACT, ENGAGE & CONVERT MORE CORPORATE PARTNERS

## THE ESSENTIALS

Understanding The Proven  
Process & Key Concepts

1. Understanding the proven  
process to success

2. The 5 Key Principles of  
Sponsorship Success

## ATTRACT

Part 1  
Benchmark Your Sponsorship  
Potential

3. Discover Your  
Sponsorship Story – The  
One Corporations Will Pay  
For

4. How To Reveal Which  
Story Will Generate The  
Most Sponsorship Dollars

5. Create Powerful  
Summary Of Your  
Sponsorship Potential

Part 2  
Identify How To Unlock Your  
Sponsorship Potential

6. How To Measure Your  
Sponsorship 'Readiness'  
(Internal)

7. Validate Your  
Sponsorship  
'Competiveness'  
(External)

8. Summary Of What's  
Required To Reach Your  
Sponsorship Potential.

Part 3  
Create Your Sponsorship  
Success Plan & Make Required  
Changes

9. Create Your Sponsorship  
Pathway Plan

10. Prioritise What Needs  
To Change

11. How To Make The  
Changes Required For  
Sponsorship Success

## ENGAGE

Learn the 'Who, How, What &  
When' Of Standing Out

12. How To Develop Your  
A-list Of Hot Prospects

13. How To Build an  
Effective Sponsorship  
Hierarchy

14. How To Create Your  
'Get Noticed' Campaign

## CONVERT

Learn The Essentials From  
First Meeting To Signed  
Contract

15. Map Your Sales  
Journey. Know What  
To Do & When

16. How To  
Uncover The  
Prospect's  
Problem

17. How To Craft A  
Sponsorship Solution  
Your Prospect Will  
Love

18. Sign-  
up New  
Sponsors