

Developing a Sponsorship Sales Plan: Opportunity + Preparation = Sponsorship Luck



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Step 1: Appoint/Hire a Facilitator and Determine the Planning Approach

A solid strategic planning facilitation process guides a group through steps that enable them to envision the future, formulate strategies, set goals, and determine action steps to achieve those goals. Someone, either internally or externally, should be appointed to facilitate the process to create a consistent approach and drive the process to conclusion in a timely manner.

Step 2: Align the Sponsorship Plan with Organizational Goals

Reiterate the organizations strategic initiatives, mission or goal. Answer the question: How is your sponsorship plan supporting the organizations strategic goals and create a powerful statement that will resonate and inspire the audience?

Step 3: Make a List of Positives, Potentials and Concerns (P.P.C.)

Schedule a planning session, invite anyone related to the sponsorship effort. Make a list of the Positives, Potentials and Concerns (P.P.C.) to evaluate the past year and provide focus for the year ahead. During this step, you'll end up with a long list of items. From that list, choose the most important areas to focus on (usually 5-7 items). *Choosing what not to do is an important part of planning process.*

Step 4: Make a List of Wishes

Following the PPC process, make a list of wishes. Once you have exhausted every wish you can think of, choose the 5-7 most important. When making these tough choices consider this: Is it important and do I have influence to accomplish the goal? The wish list will lead you to determine the most important goals for the year ahead. As goals start to take shape from the lists, be relentless in creating S.M.A.R.T goals. Keep in mind, *"A problem well stated is half solved."*

Step 5: Conduct a S.W.O.T. Analysis (Strengths, Weaknesses, Opportunities, Threats)

Use the information from the P.P.C. exercise and the wish list. Separate the most relevant points into a S.W.O.T. grid.

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Step 6: Brainstorm Ideas to Accomplish the Goals

Schedule a separate session just to brainstorm ideas that will accomplish the goals. An experienced facilitator is valuable to this process. The brainstorm session is a good place to make a list of potential sponsors and a list of assets—focus on the new asset ideas. Once a list of every possible idea (good and bad) has been made, choose the ideas that meet your criteria—do you have the budget, resources and time?

Step 7: Create Action Steps and Timelines

This is the point many meetings and plans fade away. Everyone leaves the room without a clear understanding of what needs to be done next, who is going to do it, and when. This is a critical step, often missed.

Step 8: Write the Plan

Using the information compiled from the first six steps begin writing your plan. The work will be easier if you followed the process. To create a simple plan, I would suggest including the following contents:

- Brief overview on the current situation
- S.W.O.T.
- Goals
- Strategy
- Assets
- Sales process
- Prospect list
- Action items and timelines