

Primer on Sponsorship

PLEASE NOTE: These ideas are based, in large part on *Made Possible By: Succeeding with Sponsorship* by Patricia Martin. All points made are treated in depth in this book which is excellent and available for purchase on [Amazon.com](https://www.amazon.com).

PREPARATION

- Measure your audience
- Have a marketing plan
- Have assets to offer a sponsor
- Have capabilities for fulfillment

IDENTIFYING SPONSORS

- Find common ground
 - Example of Target & Ford

PRESENTATION

- Customize – one size does not fit all
- Have each element make a point

CLOSING THE DEAL

- Have a signed agreement

For more information on sponsor benefits, please visit the "[Sponsorships](#)" section of the Ford Artists Workbook. Click on the Marketing & Public Relations tab and locate the document titled "Sponsor Benefits" in the "Sponsorship" section.