

# Could your sponsorship program use a Jump Start?



**Do you need to sell sponsorship, but you're not sure where to begin?**

**Is your current approach just not working anymore?**

**Do you wish you had the skills to go after bigger sponsors?**

Industry leader, Kim Skildum-Reid, is here to help, with an individualised program of education, advice, and sales material development that will transform your results, and do it fast!

# Why a Jump Start?

So far, what you're doing isn't working. You need money coming in the door, and it isn't happening - at least as quickly or as much as you would like. You're getting frustrated, and maybe even worried. You need help, but don't know where to turn.

Imagine having one of the world's top sponsorship experts on your side. Imagine if you were approaching the right sponsors with a proposal you were proud of. Imagine the confidence of feeling absolutely prepared and knowing that your offer is as compelling as it can be.

That is what a Power Sponsorship Jump Start is all about.

## What is included?

The Power Sponsorship Jump Start is an individualised program of education, coaching, and sales material development with industry leader, Kim Skildum-Reid.

### Development of a proposal template

Not sure how to showcase your property? What to include in a proposal? Not to worry, as Kim Skildum-Reid will develop a quality proposal template for your property. The proposal will be based on best practice principles and sponsor-side insight gleaned from 25 years of advising major sponsors.

Proposals will vary, depending on your property.

Typically, a proposal template provided will include:

- Sections that are standardised.
- Sections that can be interchanged for different sponsorship categories or types.
- Sections that should be customised for each sponsor – Sample wording will be included, as well as full instructions for how to customise these sections for individual sponsors.

### Three coaching sessions

You will receive three coaching sessions for your use over the course of six months. How you use these sessions is up to you, but some suggestions are:

- Collaborating on a hit list of potential sponsors
- Developing customised sponsorship offers to slot into your proposal template
- Offer pricing, including in-kind options
- Negotiation and renewal preparation
- Issues management

Each session will comprise approximately 30-40 minutes via Skype or phone and can incorporate live brainstorming sessions via a virtual whiteboard. Kim will do ample preparation ahead of time, including reviewing any background materials you may want to provide.

### On-demand access to webinars

You will receive on-demand access to five full-length webinars for sponsorship seekers, allowing you to quickly raise your own skill level. These webinars include:

- Essentials of Best Practice Sponsorship (90 min)
- Best Practice Offer Development (90 min)
- Best Practice Sponsorship Sales (90 min)
- Short Lead-Time Sponsorship Sales (60 min)
- Critical Skills for Sponsor Retention (60 min)

### On-demand advice

Just have a quick question? You can email, call, or Skype Kim anytime for the duration of the Jump Start.

### Recommended resources

You will receive a copy of *The Sponsorship Seeker's Toolkit 3rd Edition*, as well as a compliment of Kim's white papers.

Once Kim understands your situation, she will provide a list of recommended reading and resources, including specific sections of *The Sponsorship Seeker's Toolkit*, other pertinent books, white papers, specific blogs to read, specific blogs and Twitter feeds to follow, and more.

### Collaborative workspace

As a Jump Start client, you will have access to a private, secure, collaborative workspace for document sharing, questions, comments, and more. We use Basecamp, allowing you a very professional experience and the option to be notified about workspace updates by email or RSS feed.



## About Kim Skildum-Reid

Your jump start will be provided by Kim Skildum-Reid. Over her 25-year career, Kim has become one of the world's most respected experts in sponsorship. On top of her commitments to speaking and writing, she provides expert consulting and coaching to major sponsors across the Asia-Pacific, as well as in-house training and coaching to major sponsors, governments, and sponsorship seekers around the world. Prior to migrating to Australia in 1992, Kim provided advice to many Fortune 500 companies on their major sponsorship portfolios.

Kim has co-authored industry bestsellers, *The Sponsorship Seeker's Toolkit* and *The Sponsor's Toolkit*, and wrote *The Ambush Marketing Toolkit*. All of these books are published by McGraw-Hill.

Kim is also the brains behind the Web's most powerful sponsorship marketing destination, [www.powersponsorship.com](http://www.powersponsorship.com). For more on Kim, see [www.powersponsorship.com/about-us](http://www.powersponsorship.com/about-us)

# Who will benefit from a Jump Start?

The Jump Start has been created for sponsorship seekers and is equally appropriate across categories, from arts organisations to festivals, professional development to sports, and many more.

The program is fully tailored to your needs. Below are just a few of the situations where a Jump Start could make a real difference to your results:

- You are just starting to seek sponsorship and are unsure where to begin.
- You have a new property for which to seek sponsorship, and you want to get it off to a flying start.
- Your sponsorship program has gone stale or hit a plateau and needs to be reinvigorated.
- You are moving up in class – seeking bigger sponsors than you ever have before – and want to get it right.
- You were hoping to find a sponsorship broker, but can't find a good one, so you're on your own.
- Your sponsorship sales team is new or inexperienced, and you need them up to speed fast.

Not sure if a Jump Start is right for you? Drop us a line with your questions on [admin@powersponsorship.com](mailto:admin@powersponsorship.com), US +1 612 326 5265, or AU +61 2 9559 6444.

## Jump Start FAQ

### How long does a Jump Start take?

Depending on your timeframe, your jump start can be completed within a couple of weeks or spread out over two or three months or longer.

### When does the Jump Start end?

The Jump Start ends when you have used your final coaching session. You have three sessions and six months in which to use them.

### What if I just have a quick question? Will I have to use up a coaching session?

No. You are welcome to contact Kim by email, phone, Skype, or via the Basecamp workspace anytime. Kim will gladly address quick questions as part of the relationship. Please note, if your query is complex or requires extensive advice, Kim will recommend using one of your coaching sessions.

### Can I record the coaching sessions?

Yes. There are many good Skype recorders, or you can record a phone session. Kim will also provide written notes, when appropriate.

### Can I use the Jump Start for more than one property?

If you have more than one property or event for which you are selling sponsorship, you should purchase a Jump Start package for each of them. Once you are a Jump Start client, additional Jump Start packages are available at a significant discount.

### Can my whole team participate?

Yes! This is a great opportunity for skill-building and we encourage participation.

### Does the proposal template include graphic design?

This proposal template provides for content development only. The presentation will be neat and professional, but not graphic designed. Kim will provide written guidelines for dressing/designing your proposal for a very professional look, whether you do it yourself or hire a designer.

### What if I need more coaching?

If you go through the Jump Start and find that you require additional coaching, you can purchase a coaching package a la carte at any time and at preferential rates.

### Can Kim recommend potential sponsors?

Kim is happy to provide advice on potential sponsors or categories of sponsor as part of a coaching session. Even better, you can do a hit list brainstorm with Kim during a coaching session and come up with even more ideas together!

### Will Kim Skildum-Reid contact sponsors on our behalf?

Contacting or selling to sponsors on your behalf is referred to as brokering. This is not a brokering service, but aimed to prepare you to confidently contact and sell to sponsors yourself.

## How much?

A Power Sponsorship Jump Start  
is just US \$7,400!

# I Need a Jump Start!

Fill out this form completely and email to [admin@powersponsorship.com](mailto:admin@powersponsorship.com) or fax to Australia +61 2 9475 0118.

## About You

Name \_\_\_\_\_

Job title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Postcode \_\_\_\_\_ Country \_\_\_\_\_

Phone (with country code) \_\_\_\_\_

Email (required) \_\_\_\_\_

## Introductory Pricing

Please select your package below. The Australian fee is in AU\$ and includes GST. If you are located in Australia, you must select this option. Organisations in other countries must pay in US\$.

### Power Sponsorship Jump Start - International

US \$7,400

### Power Sponsorship Jump Start - Australia

US \$7,400 plus 10% GST. Tax invoice will be in AU\$ showing exchange rate.

## Payment

Total fee: US \$ \_\_\_\_\_ Please indicate your preferred method of payment below.

**Credit card (Visa/Mastercard)** - A PayPal invoice will be generated, allowing you to pay securely online. You do not need to have a PayPal account to pay by credit card.

Preferred email for invoice:  
\_\_\_\_\_

**PayPal account** - A PayPal invoice will be generated.

Preferred email for invoice:  
\_\_\_\_\_

**Direct deposit** - Please deposit to the following account:

Bank: ANZ Bank  
Marrickville Metro  
Marrickville NSW 2204 Australia

Account: Power Sponsorship

BSB/Routing: 012 301

Account #: 1078 19606

SWIFT Code: ANZBAU3M

## Instructions, Terms, and Conditions

Please fill out this form completely and email it to [admin@powersponsorship.com](mailto:admin@powersponsorship.com) or fax it to +61 2 9475 0118.

Incomplete forms will not be accepted. Payment will be accepted by credit card or direct deposit only. Do not send a cheque. Your Jump Start program does not begin until payment is made.

Once you have registered and paid for a Jump Start package, you will be contacted by one of the Power Sponsorship team to provide you with some additional information, helpful guidelines, and suggestions for how to get the best result from your Jump Start with Kim Skildum-Reid. You will also be asked to provide additional background information about your organisation, as well as an overview of your challenges, and goals.

If you change your mind about your Jump Start, refunds are granted up to 72 hours after payment is made. After that, refunds will not be made. All refund requests must be made in writing and submitted to [admin@powersponsorship.com](mailto:admin@powersponsorship.com).

The Jump Start is priced in US dollars only. If you are located in Australia, you will be issued with a Tax Invoice in AU\$, reflecting both GST and the current exchange rate. If you are located anywhere else, you will be issued with a PayPal receipt in US dollars.

Coaching advice is time-limited and is not a comprehensive analysis of your needs. Accordingly, it is provided in good faith but otherwise without responsibility or liability to you.

If you have any questions about Kim Skildum-Reid, Power Sponsorship, how to sign up, or how the Jump Start works, please feel free to drop us a line anytime on [admin@powersponsorship.com](mailto:admin@powersponsorship.com), AU +61 2 9559 6444, US +1 612 326 5265, or Skype KimSkildumReid.

Power Sponsorship is a division of Pearlwise Pty Ltd, 25 Samuel Street, Sydney NSW 2044, AUSTRALIA. Our ABN is 95062415525.

**“Go learn what she has to offer  
before your competition does.”**

**Steven Remington, Director of Festivals & Events,  
Tempe Festival of the Arts**

### Power Sponsorship

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