

# Getting to “Yes”

## Two Webinars, One Simple Process for Selling Sponsorship

**21 Jul** - Best Practice Offer Development: Who to target, what to offer

**4 Aug** - Best Practice Sponsorship Sales: Turning your sponsorship vision into revenue

Kim Skildum-Reid provides practical strategies, eye-opening techniques, and insider tips for sponsorship seekers who want to set themselves apart and thrive in a tough economy.



### Two sessions training for all timezones

#### Session 1

1:00 pm Auckland

11:00 am Sydney

10:00 am Tokyo

9:00 am Hong Kong

6:00 pm Los Angeles (20 Jul, 3 Aug)

#### Session 2

9:00 am New York

2:00 pm London

3:00 pm Brussels

3:00 pm Johannesburg

5:00 pm Dubai

## Two Webinars?

Developing your sponsorship offers and sponsorship sales are two very big subjects - closely linked, and together, the key to increasing your sponsorship revenue. To do these subjects justice, we need more time than the standard 60-90 minute webinar, so have broken it into two webinars that work very well together. You are also welcome to register for just one.

### 21 Jul:

#### Best Practice Offer Development:

##### Who to target, what to offer

This 90-minute, live webinar will take you through the mindset and process for developing compelling, value-packed offers that will capture potential sponsors' attention and differentiate you from the competition. There is no guarantee a potential sponsor will say "yes", but using these techniques will considerably increase your chances. This is a perfect compliment to Best Practice Sponsorship Sales on 4 August. Topics include:

- Creating a well-targeted hit list
- Prioritising: Who are your most promising prospects
- Getting the background information you need to create a great offer
- When to contact the sponsor and what to say
- The critical importance of getting to the big ideas
- The creative offer development process. Note: This process will be delivered in case-study form, enabling participants to see an offer develop
- Creating a benefits list that works



### 4 Aug:

#### Best Practice Sponsorship Sales:

##### Turning your sponsorship vision into revenue

This 90-minute, live webinar will show you how to formalise your offer, get it to the right person, follow up, negotiate, and close the deal. This webinar is the perfect compliment to the Offer Development webinar on 21 July, covering topics such as:

- What must be included in your proposal
- Proposal "extras" that can make a big difference (and what to avoid)
- Structuring your proposal for maximum impact
- Making it easy for the sponsor to sell the offer internally
- Pricing your offer correctly
- Protecting your creative ideas
- Getting your offer to the right person (and who to avoid)
- Must-know negotiation tips, tricks, and what you should never do
- Valuing in-kind sponsorship
- Formalising the agreement

**Attend one webinar for  
US \$125 or AU \$154 (incl GST)  
or both for US \$210 or AU \$264 (incl GST)**



#### About the Facilitator, Kim Skildum-Reid

This webinar is presented by Kim Skildum-Reid. Over her 25-year career, Kim has become an acknowledged leader in corporate 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 authored *The Ambush Marketing Toolkit* and *The Corporate Sponsorship Toolkit* (2010).

Kim is also the brains behind the Web's most powerful sponsorship marketing destination, [www.powersponsorship.com](http://www.powersponsorship.com).

## Webinar FAQ

**How is the webinar delivered?** We use DimDim, a top quality webinar platform. You will be provided with login details well prior to the webinar, as well information about testing your computer set-up.

**What are the technical requirements?** You will need a computer with headphones or speakers and an up-to-date version of Flash on your browser. DimDim recommends a download speed of at least 150 kbps, which is on the slow end of broadband. To test your download speed, you can go to DimDim.com and choose Support>Tools.

**What does it look like?** You'll see presentation slides, Kim Skildum-Reid speaking, and participant chat.

**Can we ask questions?** All webinars are delivered live. You will be able to type in your questions on the DimDim chat console. Kim will be able to view and address them during the presentation.

**I have a whole team to train. Can we all see the webinar?** Your registration allows for one computer and one internet connection. You are welcome to either crowd around one computer, or better yet, use a data projector and speaker set-up to watch it as a group in a meeting room. If your team wants to participate separately, each connection will require a separate registration and fee.

**May we record the presentation?** The webinar will be recorded and a link will be provided so you watch it again. The link will be live for two business days after it is provided to you. Downloading the presentation is not allowed, nor is sharing it outside of your organisation.

**Is there any follow-up documentation?** All participants will receive a PDF of the presentation, a list of recommended reading and resources, and additional articles and resources.

## Who Attends?

Power Sponsorship has provided training to a who's who of the sponsorship industry. This is just a small sample of some of the sponsorship seekers who have attended our webinars:

|   |                                |                                    |   |
|---|--------------------------------|------------------------------------|---|
| National Hockey League                        | Cage Fighting Championships    | Perth Zoo                          | The Forks North Portage Partnership       |
| Walt Disney Company                           | Pro Slalom Events              | Canadian Tourist Commission        | US Navy                                   |
| Danish Football Association                   | TrojanOne                      | Live Nation                        | Pro Water Ski Tour                        |
| Momentum                                      | Queensland Museum Foundation   | Oxfam New Zealand                  | USO                                       |
| Miami Fashion Week                            | University of British Columbia | Norsk Hostfest                     | Master Builders Association of VIC        |
| Detroit Lions                                 | Rugby WA                       | Crime Stoppers QLD                 | Parramatta City Council                   |
| New Zealand Rugby Union                       | Rock and Roll Camp for Girls   | Sydney Film Festival               | Territory Venues and Events               |
| 500 Festival                                  | Auckland Regional Council      | Events Tasmania                    | Thoroughbred Park                         |
| Winnipeg Comedy Festival                      | Ontario Science Center         | National Gallery of Victoria       | Sydney Harbour Foreshore Authority        |
| Trinidad & Tobago Tourism Development Company | Penrith Panthers               | Tennis Australia                   | National Screen Institute                 |
| The Paley Center for Media                    | Village of Downers Grove       | Newport Harbor Corporation         | Australian Chamber Orchestra              |
| Lifelong AIDS Alliance                        | Australian Ballet              | dmg world media                    | NRMA Careflight                           |
| Alaska State Fair                             | Skokie Park District           | Explore Minnesota                  | TLC for Kids                              |
| Institute of Chartered Accountants Australia  | YMCA                           | RSPCA                              | RNA Showgrounds                           |
| World of Wearable Art                         | AID Atlanta                    | Adelaide Festival Centre           | Herschend Family Entertainment            |
| Wilfrid Laurier University                    | British Council                | Baptcare                           | Tom Farrell Institute for the Environment |
| Australian Sports Commission                  | North Queensland Cowboys       | CanDo Group Charities              |   |
| Queensland Cricket                            |                                | Australia Business Arts Foundation |   |
| Melbourne Motor Show                          |                                | Auckland City Council              |   |

**Need more info? Ready to register?**

Go to [www.powersponsorship.com/sponsorship-webinars.html](http://www.powersponsorship.com/sponsorship-webinars.html)

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