## Sponsorship Request Model

This is an example for a sponsorship request process.

Receive Sponsorship Request Form from Program Manager

Minimum of six months before (preferably twelve months) receive sponsorship request from program managers.

Research sponsors via internet, publications, tradeshows, etc.

Target potential sponsors/advertisers and cold call to introduce opportunities. Request in-person or telephonic follow-up meeting. Coordinate with all affected programs.

Research Potential Sponsors

Cold Calling

Request meeting or schedule call

Submit After Action Report and follow up for renewal.

Oversee Sponsor Benefit Execution

Obtain Director’s Signature

Send detailed after action report to sponsor and schedule follow-up meeting to ask for renewal

Obtain any photographs, collateral, press releases that acknowledge sponsor and/or data on event for after action report.

E-mail proposal to potential sponsor for review.

If sponsor agrees to sponsor the program, prepare sponsorship agreement for legal review.

Program Manager implements the promotion or event and incorporates agreed-upon sponsor benefits; FMWRC Corporate Partnerships monitors/oversees benefit execution

After SJA approval print agreement for Director’s signature and send both copies to the sponsor; one copy remains with the sponsor, the other should be mailed back to FMWRC.

Create customized sponsorship proposal keeping program manager’s and client’s goals/objectives in mind and have program managers review before sending it to potential sponsors.

Prepare After Action Report

Create Sponsorship Proposal

E-mail Proposal to Potential Sponsor

Prepare Agreement