



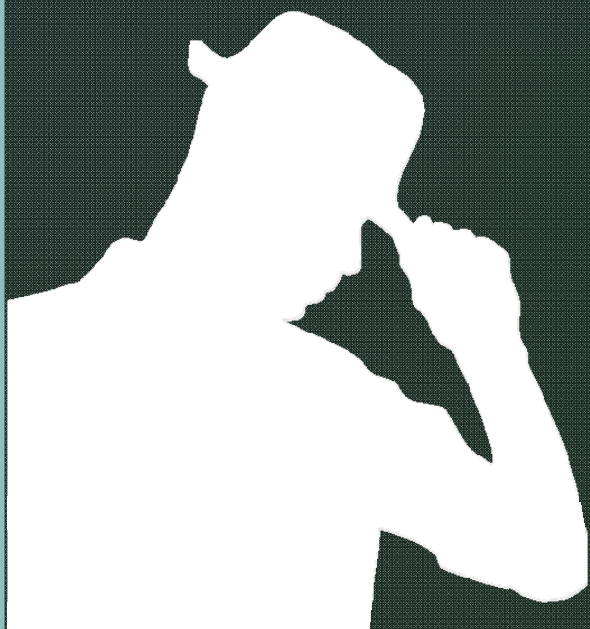
A day in the life of a Sponsor Recruiter

Oryah Meir



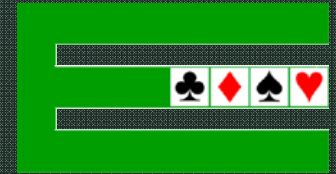
9th EBL NBO Officers' Seminar



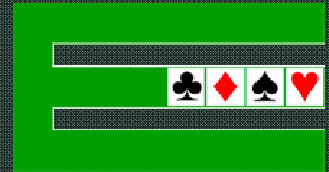


**“No Man Can Become Rich
Without Himself Enriching Others”**

(Andrew Carnegie)



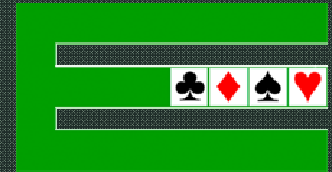
R.O.I – Return On Investment!



Advertising & Publicity



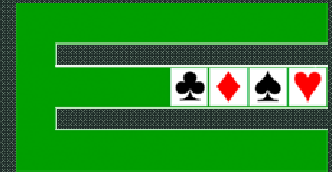
R.O.I – Return On Investment!



Enhancing Public Image



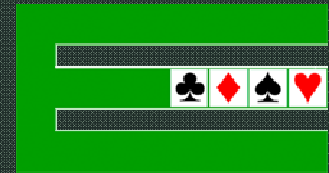
R.O.I – Return On Investment!



Professional Approval



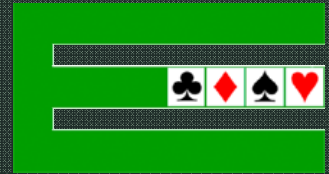
R.O.I – Return On Investment!



Reaching a Specific Audience



R.O.I – Return On Investment!



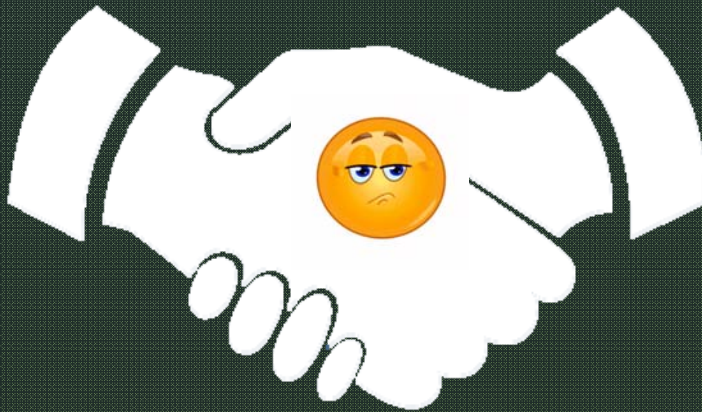
Advertising & Publicity

Enhancing Public Image

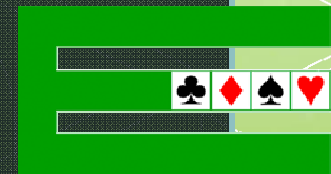
Professional Approval

Reaching a Specific Audience

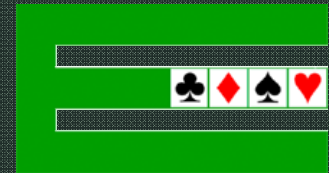
A Business Expense



Why would Commercial Companies want to Advertise through Sponsorship?

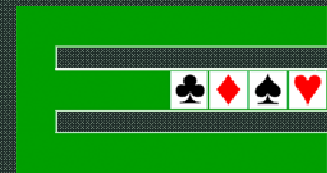


Sponsorship – a Game Changer

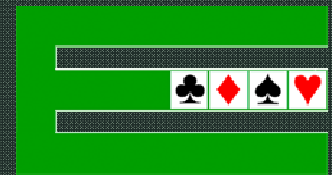


© Real Madrid

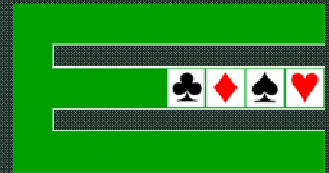
Sponsorship – a Game Changer



Sponsorship – a Game Changer



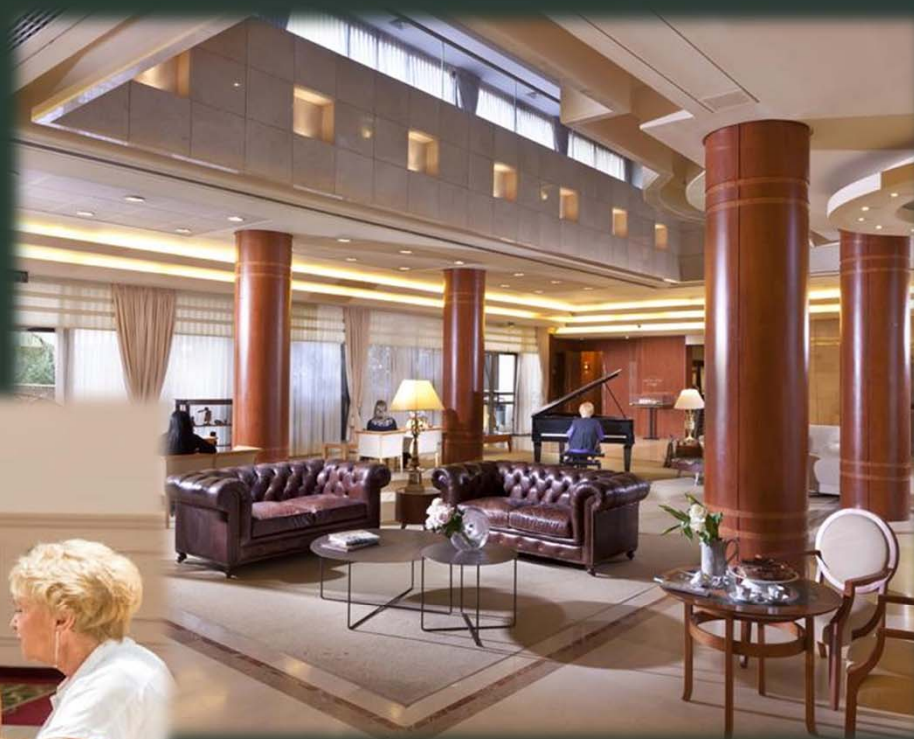
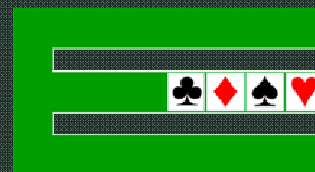
Sponsorship – a Game Changer



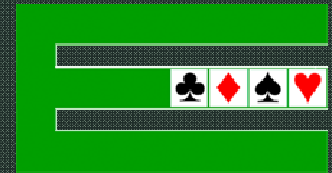
Sponsorship – a Game Changer



Sponsorship – a Game Changer

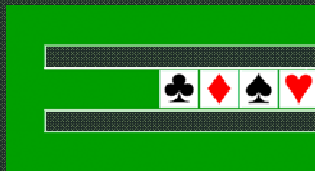


What **NOT** to Do

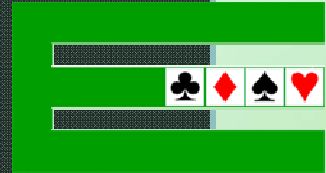


S.S.R - Successful Sponsor Recruitment

Step 1 - Determine the Object of the Sponsorship.



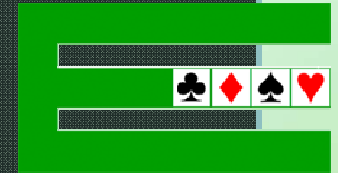
S.S.R - Successful Sponsor Recruitment



Step 2 – Characterize your audience



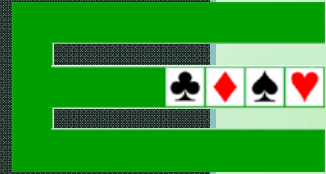
S.S.R - Successful Sponsor Recruitment



Step 3 – Draw up a list of potential sponsors



S.S.R - Successful Sponsor Recruitment

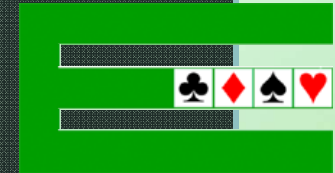


Step 4 - Know your sponsor!



When the Sponsors hear that you can offer them what they need, you're half way there.

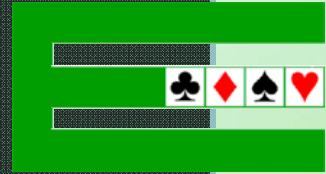
S.S.R - Successful Sponsor Recruitment



Step 5 – Prepare a Strategic Sponsorship Plan

FEATURES	BASIC	PREMIUM	PRO
FEATURE A	✓	✓	✓
FEATURE B	✓	✓	✓
FEATURE C	✗	✓	✓
FEATURE D	✗	✓	✓
FEATURE E	✗	✗	✓
FEATURE F	✗	✗	✓
FEATURE G	✗	✗	✓
PRICE	\$\$\$	\$\$\$\$	\$\$\$\$\$

S.S.R - Successful Sponsor Recruitment



Creativity is the name of the game



Put some sparkle in your game

S.S.R - Successful Sponsor Recruitment



Step 6– Contact the potential Sponsor



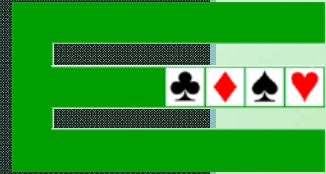
Introduce yourself,
the event, the audience.

Present the main advantages
of linking up with you.

Suggest a one on one
personal meeting.



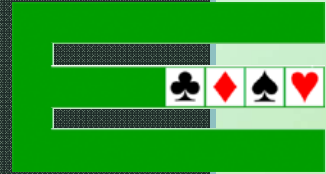
S.S.R - Successful Sponsor Recruitment



Step 7– The follow-up



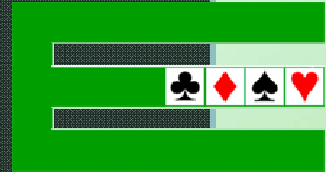
S.S.R - Successful Sponsor Recruitment



Step 7– The follow-up



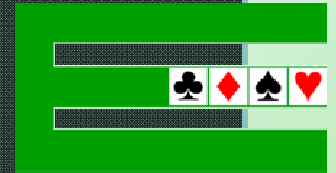
S.S.R - Successful Sponsor Recruitment



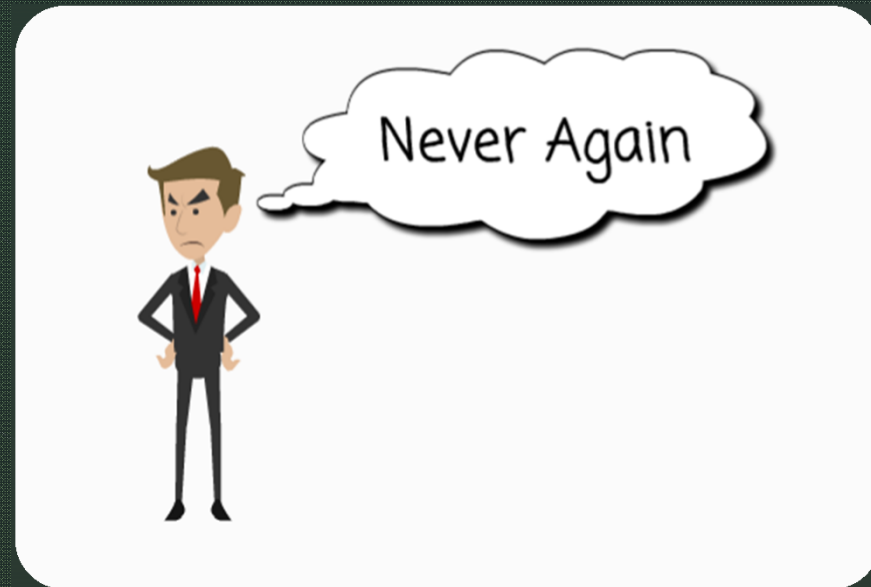
Step 8— Maintaining a Sponsor



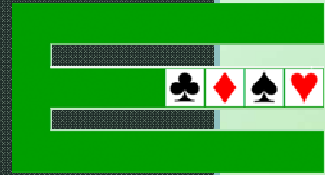
S.S.R - Successful Sponsor Recruitment



How to avoid being deserted?



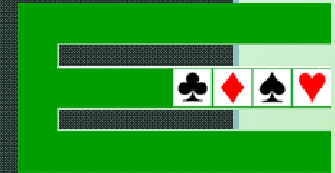
S.S.R - Successful Sponsor Recruitment



How to avoid being deserted?



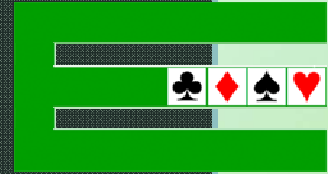
S.S.R - Successful Sponsor Recruitment



How to avoid being deserted?



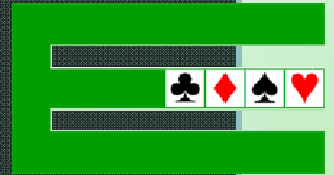
S.S.R - Successful Sponsor Recruitment



How to avoid being deserted?



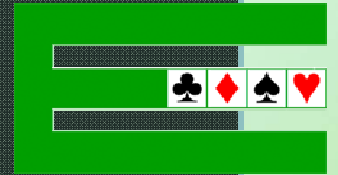
S.S.R - Successful Sponsor Recruitment



How to avoid being deserted?



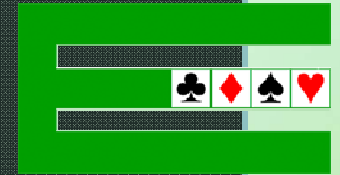
S.S.R - Successful Sponsor Recruitment



How to avoid being deserted?



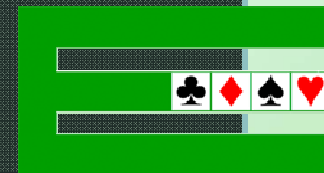
S.S.R - Successful Sponsor Recruitment



How to avoid being deserted?



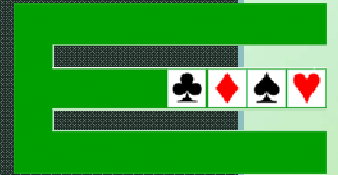
S.S.R - Successful Sponsor Recruitment



How to avoid being deserted?



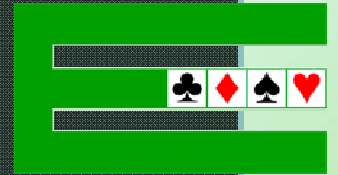
S.S.R - Successful Sponsor Recruitment



How to avoid being deserted?



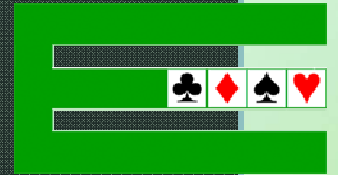
S.S.R - Successful Sponsor Recruitment



How to avoid being deserted?



S.S.R - Successful Sponsor Recruitment



How to avoid being deserted?



S.S.R - **S**uccessful **S**ponsor **R**ecruitment



To Summarize

- Don't be intimidated !
- Do your homework !
- Make sure your sponsor gets what he's promised.
- Nurture your sponsor !
- Maintain contact with potential sponsors



A day in the life of a Sponsor Recruiter

Oryah Meir



**9th EBL
NBO
Officers'
Seminar**