



# Sponsorship PITCH Checklist

## Top 5 - REACH

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### REACH

We employ a strategy called REACH to help organizations effectively leverage and value their assets to maximize every opportunity to increase the unrestricted cash and in-kind revenue from your sponsorship strategies, without comprising organization values.

- Research** - Which businesses align?
- Explore** - Who may be interested and why?
- Assess** - What are you offering and how do you stand out?
- Compel** - What are you pitching?
- Honour** - How will you deliver, communicate, measure, and report?

### We Are Here To Help

We have developed a number of resources to help to demonstrate your value and showcase your organization through these proven techniques. Whether you are just getting started or you're ready to scale up your sponsorships, we can help.

### In This Resource

This resource provides information and strategies to support the Compel, and Honour portion of our REACH strategy.

- Tips to help you prepare
- What to do in the room
- Follow up - do what you say you will do

Check out our other sponsorship resources so you can REACH with confidence, or contact us directly if you would like us to set up a tailored sponsorship strategy.

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### Before You Get There

OK - you've sent off your sponsorship proposal. Good for you! Now what? In our experience, the email introducing the sponsorship package (and you) is the best way to let any potential sponsor know when to expect a follow up and, it demonstrates you are serious about working with them. Here are some tips to help you along the way.

- Include the sponsorship package in your first email. This is a business decision and your proposal and tailored email should introduce the business opportunity.
- It is important to follow up within a week of your introductory email and ask for a meeting. Phone is best, but email will do if you don't have their number.
- Your goal is to get that meeting, so you can learn more about their needs, so you can tailor a specific strategy to address their business need.

### In The Room

Congratulations! You made it into a meeting with a potential sponsor with your sponsorship proposal in hand. This is your opportunity to demonstrate how your organization or event / program can help the business achieve their community investment goals.

- Your language should be direct, not passive. You are providing them with a business opportunity to achieve their goals. Show them you mean business.
- Come into the meeting with the sponsorship level you believe they should invest in and provide a rationale right off the start.
- Focus your questions around understanding their business strategy or pain points that your organization or event / program can address.
- Set the next meeting for contact before you leave (two weeks is generally good).



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### After You Leave

- Information in-hand, your goal is to respond to what you learned so they can see their needs addressed.
- Say thank you and follow through - do everything you said you would do.

### Other Resources to Support Your Sponsorship Strategy

- Sponsorship Asset Checklist
- Sponsorship Proposals Checklist

Have questions? We would be pleased to speak with you further on how we can help position your sponsorship strategies for sustained and scalable success.

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