

# Attracting and Retaining Corporate Sponsorship Contracts

Presented by  
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1. Generate a fabulous idea or re-create an old one
  - Who's your market?
  - What corporations are going after the same market?
  - What's the message?
2. Identify and be sure that the corporate vision and goals are in alignment with what your idea accomplishes
  - Visit their web site
  - Read their annual report
  - Sign up for their on-line press release distribution
3. Introduce this idea to the highest level person within the corporation
  - CEO's rule
  - It's OK to be pushed down the ranks
  - Be sure your contact is the most appropriate contact – if not, revisit the head honcho
4. Present an outstanding proposal/offer
  - Professional materials that exceed their expectations
  - Look the part
  - Set realistic beginning goals

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5. Stay in touch
  - Thank you notes/ gifts
  - Direct mail
  - E-mails and phone calls when necessary
6. Continue to stay in touch
  - Provide constructive feedback
  - Begin to cultivate relationships with others within the company
  - Keep them on your e-mail and direct mail list
7. Under promise and over deliver
  - Start small – think big
  - Set benchmarks that are attainable and beneficial to the sponsor
  - Document your successes
8. Act as a consultant – always be willing to increase your value by offering sound advice – even when it's not to your advantage
  - Act with integrity
  - Be a trusted resource
  - Provide other insights having nothing to do with your business
9. Be prepared to pounce when you hit the mark
  - Provide data to back up your claims
  - Prepare your proposal and include visuals
  - Offer a wise next step proposal based on findings
10. Treat the sponsor as a valued client
  - Keep them informed of you and your achievements
  - Pay special attention to them (Rule of Six)
  - Be a little off the wall in your approach – they'll remember you



Nancy Michaels . . .

- Is the author of four books on marketing for small businesses, including *Off The Wall Marketing Ideas*, (Adams Media 2000), *How To Be A Big Fish In Any Pond*, *Media Madness*, and *A to Z to Visibility*
- Has spoken in 42 states to more than 30,000 entrepreneurs on behalf of such clients as Office Depot, Merrill Lynch, Fleet Bank, Staples, Indoor Tanning Salon Association, Benjamin Franklin Plumbing, among many others
- Is the first recipient to win the **Tom Peters WOW! Project Personified Award** (2002) that hails individuals who take on WOW! projects. The WOW! Project was a cover story for *Fast Company* magazine
- Is the Small Business Editor for *US News & World Report* and has been featured in *The Wall Street Journal*, *Success*, *Entrepreneur*, and is hailed by *The New York Post* as “the nation’s leading small business marketing expert.”
- Received the highest number of on-line attendees at her web cast presentation on *Creative Marketing Strategies* for Office Depot.com’s Web Café Series, where she worked as Chief Editorial Consultant on the project
- And her speaker team, have conducted more than 600 seminars in three years on behalf of a national retailer where sales increased 200 to 300 percent on the days of these events
- Was a nationally syndicated newspaper small business columnist for Scripps-Howard News Service (1999 – 2000)
- Nancy also was the publicist for Matt Lauer (currently co-host of the *Today* show)
- Nancy is the President of her marketing company, Impression Impact, which she launched in 1990.



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