

CORPORATE SPONSORSHIPS

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**Director of Development
Corporate Giving and Major Gifts**

NON-PROFIT/PROFIT



SALES

The image features the word "SALES" in large, bold, red, 3D block letters. A red arrow is positioned vertically above the letter 'A', pointing upwards. The entire graphic is set against a white background with a subtle gradient, and the letters cast soft shadows on the surface below them.

PROSPECTING

- ✓ **Who**
- ✓ **What**
- ✓ **When**
- ✓ **Why**

PARTNERSHIP

I Want to Know More

I Want to Sell More



IN-PERSON COLD CALL

- ✓ **Decision Maker's Name and Contact Information**
- ✓ **Business Card**

FOLLOW-UP



FINALLY



CORPORATE SPONSORSHIP

- ✓ **Range of Plans**
- ✓ **Benefits should increase by levels**
- ✓ **Keep it simple**
- ✓ **Be Consistent**

SPONSORSHIP COMPONENTS

- ✓ **Advertising**
- ✓ **Marketing**
- ✓ **Website**
- ✓ **Social Media**
- ✓ **Networking**
- ✓ **Public Recognition**
- ✓ **Promotional Rights**
- ✓ **Fulfillment**

THANK YOU

This is most important!

- ✓ **Accountability**
 - Know your sponsors by first name
 - Be a good steward of the dollars
- ✓ **You have to take time to appreciate the business for supporting you**
 - Thank you Receptions
 - Cards
 - Phone Calls
 - E-mails



