

Sponsorship



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- Learning Outcomes**
- Provide examples of trends in corporate giving.
 - Clarify the difference between a sponsorship and a donation.
 - Explain the benefits of the sponsorship relationship from both the corporate and the nonprofit viewpoints.
 - Develop a list of sponsorship opportunities for your organization.
 - Create a master list of sponsorship benefits you can offer a corporate sponsor.
 - Explain the difference between media sponsorship and editorial coverage.
 - Identify corporate sponsorship prospects.
 - Produce the documents and cultivation tools to secure, maintain and grow a corporate relationship

- Course Level**
- Introductory — no suggested prerequisites.

- Certification Credits**
- Take the optional final quiz. If you pass with 70% or more, you can download a Campus Certificate of Completion.
 - Participation in the course is applicable for 2 points in Category 1.B – Education of the CFRE International application for initial certification and/or recertification.

- Duration**
- This course takes about two to three hours to complete, but you'll have full access to the course for three months. Move through it at your own pace: all at once; in short modules; breeze through once, then come back for a refresher down the road. You're in complete control, so learn at the pace that works best for you.

- Price**
- \$127 per user*; 3 months unlimited access.

- Guaranteed**
- All courses are fully guaranteed. If you aren't completely satisfied with your course, please just let us know and we'll happily refund the full course fee, no questions asked.

- Free Demo**
- Try a free demo version of any Campus course to see how practical, friendly, and fun they are to use.

Visit: CharityVillageCampus.com
E-mail: campus@charityvillage.com

* Prices subject to change without notice.

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Downloadable Resources

- Each Campus course includes a series of downloadable resources, a toolkit of worksheets, checklists, samples, reviews, and additional references that you can take away with you and pull out anytime you need them in the future.

Resources included in this course:

- Additional references
- Benefits of sponsorship to a corporation
- Definitions
- Developing your sponsorship opportunities
- Different types of media involvement
- Guide for informational interviews
- Hints for long term relationships
- Hints for proposal formats
- Intangible benefits
- Pricing your property
- Proposal contents
- Researching potential sponsors
- Sample letter of agreement
- Sample approaches for current sponsors
- Sample follow-up phone message
- Sample list of sponsorship opportunities
- Sample sponsor profile
- Sample sponsorship opportunity profile
- Sponsorship meetings
- Statistics and trends
- Summary of documents
- Tangible benefits
- The benefits media love
- The impact of sponsorship trends

System Requirements

- Flash Player 6.0.79 or later, and one of the following web browsers:
- Windows: Internet Explorer 6, Internet Explorer 7, Firefox 1.x and later, Safari 3, Google Chrome, Opera 9.5
- Macintosh: Firefox 1.x and later, Safari 3
- Linux: Firefox 1.x

“Wow, that was such fun! The quizzes are fun, and easy to do, well structured - and I love the positive feedback. Very visually appealing. You make it fun to learn.”

— Meg Clarke, consultant, Vancouver, BC

