

Corporate Partnerships & Sponsorships For The New Economy

Week 2

Siya Mapoko

Last Week

*Entrepreneurship is a journey.
It's a mindset, a lifestyle, and an adventure.*

It's a never-ending course of learning that no school on earth could possibly teach. You must live it to understand it.

You must be willing to take a leap down a rabbit hole that leads to a place where everything goes against what the average person believes.

Once inside, you will experience disappointment, failure, and sometimes even disaster. However, it is a path you must be willing to take if you truly want to experience independence and absolute freedom.

- E. Brian Rose, Millionaire Within

The One Sentence Business Plan

And it works by answering — in just one sentence — these 4 questions:

1. What market do you want to serve?
2. What product/service do you want to sell that market?
3. What will you sell to people who buy that product/service?
4. How will you reach that market?

“I want to sell an investment advice newsletter to business executives who earn at least R2 million per year, THEN offer them a software-based trading platform, and I’ll reach them by renting customer lists of other financial newsletter publishers.”

“I want to sell women a monthly membership to a live-streamed virtual spin class, THEN offer them health and weight management supplements and other branded health-related products, and I’ll reach them via Instagram, Facebook, and content marketing.”

“I want to sell divorced men a book about how to get dates with women, THEN offer them testosterone supplements, style advice, and dating & relationships coaching, and reach them using print media ads, Google AdWords, and via joint ventures with businesses in related industries.”

“I want to sell a video teaching single mothers looking for extra income where to find expensive name-brand clothing cheap, and then resell it at a profit, THEN offer them one-on-one home-based business coaching, and I’ll reach them using paid ads on social media websites and in Facebook groups and other forums where they hang out.”

Exercise

Do a few (at least three) draft One Sentence Business Plans for your business.

Everyone Does Partnerships

Cell C – MTN
Roaming

Nike – Michael Jordan
Air Jordan \$1.3 billion

Discovery – Virgin Active

“Get up to 100% cash back on your monthly gym fees at Virgin Active. PLUS, earn a maximum of 30 000 Vitality fitness points in a year.”

– Discovery Health

Tyme Bank – PnP / Boxer

(no need for a bricks & mortar bank)

Vodacom – Orlando Pirates /
Kaizer Chiefs

(millions of loyal fans / potential
subscribers)

Rolex – PGA
Golf Sponsorship

“The PGA TOUR and Rolex have announced an 11-year extension of Rolex’s broad sponsorship involvement with the TOUR that includes Official Marketing Partner designation and significant support of high-profile international events, including the World Golf Championships, The Presidents Cup, and World Cup of Golf.”

– March 2015

Desire & Alignment

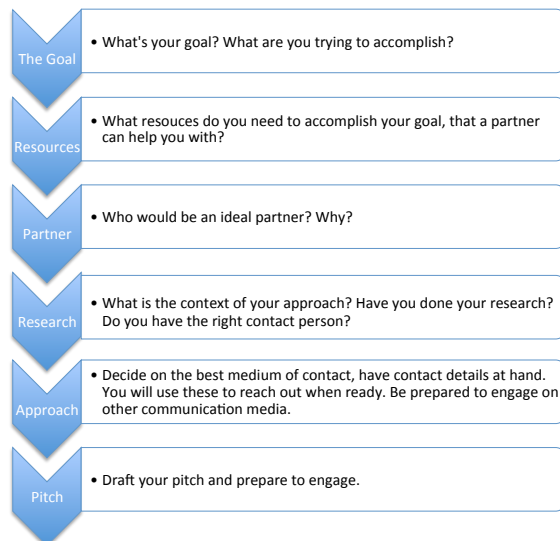
The Prize vs A Charity Case

You are The PRIZE!

The Partnership Thinking Plan



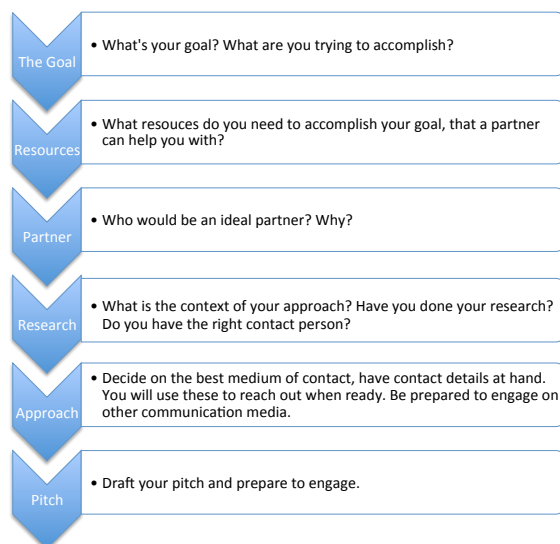
Small Business Week



Nedbank & OM



JSE



Exercise

Go to your list of 20 companies you'd potentially like to partner with, select one company and start applying the Partnership Thinking Plan. You can do more than one company if you like. The more you do, the better you get.

The JSE Email