

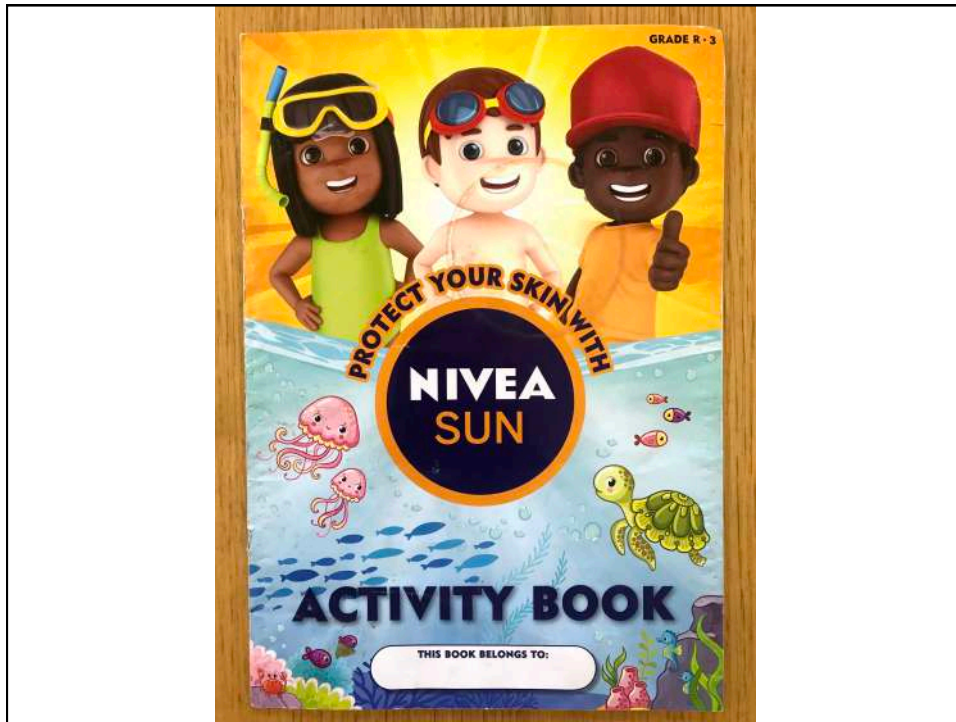
Corporate Partnerships & Sponsorships For The New Economy

Week 4

Siya Mapoko

What Have We Got So Far

- The Deal Common Factor
- The 11 Commandments Of Successful Deal Makers
- The Dream List of 20
- The One Sentence Business Plan
- You know you are The PRIZE! (Not a Charity Case)
- The Partnership Thinking Plan
- Outreach Emails



FIND THE WAY

Oh no! Jabu is stuck! Can you help him get to the sunscreen?

Remember!
Follow the path with the sun protection items.

Start Finish

SPEAK WHALE!

The whale wants to teach Priya more about the sea, but she can't speak whale! Can you help her? Match the patterns with the words below to fill in the blank spaces.

- A has no eyes!
- The daddy carries the babies in a pouch on his stomach.
- can breathe underwater!
- A will lay eggs in the sand.
- have lots of arms.

Seahorse

Sea sponge

Starfish

Fish

Turtle

FUN FACT!
Sea turtles have been around since the dinosaurs!

SAVE THE REEF!

Pollution (poroochini) is rubbish that makes our earth and sea dirty.

Help Max clean up the reef! How many pieces of litter can you find? Write down the number in the circle on the bin.

HELP MAX FIND THE RECYCLING BINS!

RECYCLING (REE-SYK-LING) is when we take old things like used bottles and cans and use them for something else.

NIVEA SUN

COLOURFUL Competition!

Colour in and decorate this page and ask mum or dad to upload a photo of it to Instagram with **#NIVEASunSafe** and you could win awesome activities for your family!

Buy a NIVEA Sun product from selected Click's or Bickern stores on selected weekends and you could get a cool sticker page!

REEF LIFE

FUN FACT 2
A coral is a tiny sea animal! Coral reefs are made from millions of corals. **WOW!**

MATCH THE CATCH!
We've found 4 different sea animals in the reef! See if you can match the animal with its name from the block. Write the names in the blank spaces and colour in the animals when you're done!

Fish	Seahorse
Starfish	Jellyfish

1. _____ 2. _____

3. _____ 4. _____

NIVEA SUN

SPOT THE DIFFERENCE

Help Max find all 6 differences in these pictures by circling them.

FUN FACT 3
Lots of sea animals come together to live on the reef.

JOIN THE DOTS!
Help Jabu find the reef animal by joining the dots. Don't forget to colour it in when you are done!

NIVEA SUN

NIVEA SUN

Thanks for all the sun safety tips, NIVEA!
Kids, remember to use all the **SUN SAFE** tips we learnt about and to look after the **EARTH!**
Bye for now!

NIVEA SUN



R20 000

R15

R30

50 000

R1,5M

R750K

Bonus 😊

Beiersdorf, the German group
spent 1.53 billion euros in
advertising and marketing in 2018.

STRATEGIC OBJECTIVES

What Do You Want?

Instant access to resources

Instant Credibility

Instant Money

Low Risk – High Return
(compare that to a bank loan!)

Quickest Path To Success

One of the best ways to achieve
fast growth

One of the best ways to start a
business

FUN

Anything you need!

Start up or start over after
retrenchment

Start over after business closure

**BEST TRIGGERS
=
NEWS & TIMING**

What Do They Need?

The World Needs Solutions

Crisis is Danger & Opportunity

Entrepreneurs don't waste
recessions

SA = Quadruple Crisis

YOUR PARTNERS

Who else (potential partner) is
trying to reach out & serve your
target market?
(youth, kids, students, SMMEs,
non-profits, etc)

When you strike mutually beneficial partnerships, great partners will do everything in their power to help you succeed!

Build a Network of Partners through relationship campaigns!

Build the dam before it rains!

YOU

**Ideas! Ideas! Ideas!
Drive partnerships!**

Always Be Uniquely YOU!
Don't just copy and paste.
It comes across as inauthentic.

Research! Research! Research!

Always bring the kind of energy
you'd like to get from your
prospective partners!

Be enthusiastic!
You can't BORE people into buying
your ideas!

Patience is a virtue in partnerships!

Things can take time!
That's just life!

GIVER vs SALESMAN

Approach partnerships with a
GIVER's heart, not a SALESMAN's
mindset!

Lead!
Don't dominate!
Make room for co-creation!

People support what they create!

Adopt a Non-Profit

- You really feel connected to
- Interview them on their challenges, needs, past achievements and partnerships that worked!
- Offer to support their external relations and networking
- Don't commit to fundraising – but use this program and surprise them with fundraising opportunities!

MORE EMAILS

📎 SM Profile 2017.pdf (1,1 MB); 📎 TBAIEG 15102014.jpg (781,4 KB) [Preview All](#)

🔄 You forwarded this message on 2017/11/02, 1:16 PM. [Show Forward](#)

🔄 You forwarded this message on 2017/11/16, 8:52 AM. [Show Forward](#)

Hi Justin,




It's Siya Mapoko here – author of 2 business books.
In partnership with the JSE I released *Conversations with JSE AitX entrepreneurs* in 2008. And in 2012 I collaborated with 32 CEOs of JSE-listed multi-billion Rand companies and multi-nationals and published *The Best Advice I Ever Got*. (Profile attached)

I'd like to request an interview with you as part of my research for my upcoming book. I'd really appreciate your insights.
Secondly, I'd also like to have a 20 minutes chat about a R10million proposition I'd like to run by you.

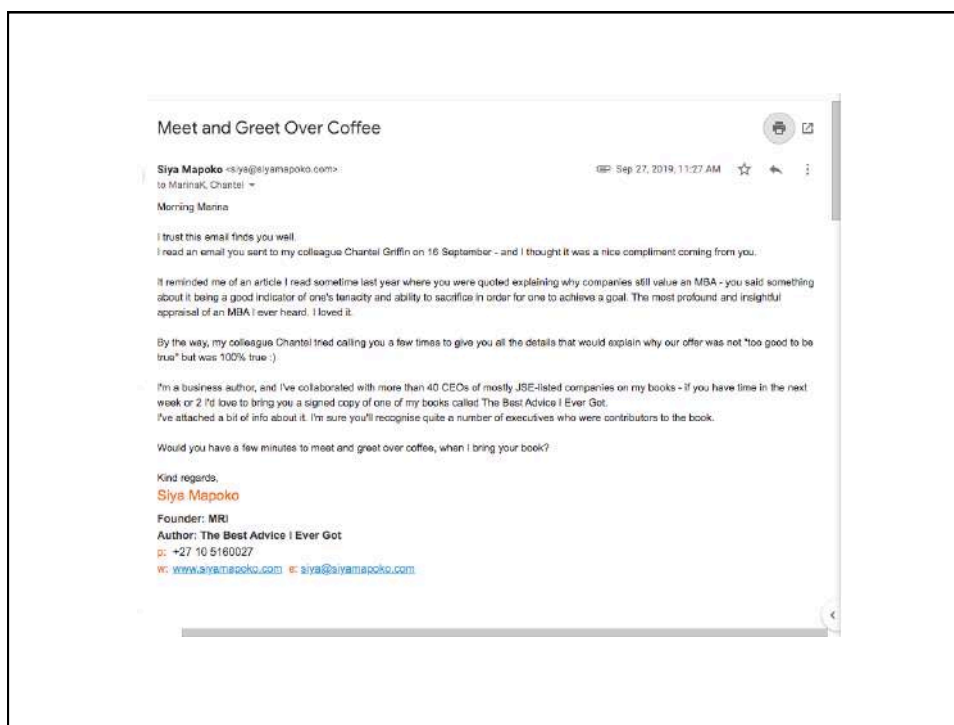
If my proposed date does not work for you, I'd be happy to accept a date that's most convenient for you.

Thanks.

Kind regards,
Siya Mapoko
Founder
Close That Deal SA
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[DOWNLOAD YOUR FREE NEGOTIATION CHECKLIST HERE](#)



STILL TO COME

- The meeting/ proposal / negotiation
- A walkthrough of some of my deals
- Going all out for NO from a Giver's heart
- Dealing with Numbers
- The Sponsorship Market
- More on Research
- More outreach Email approaches
- And more...