

Corporate Partnerships & Sponsorships For The New Economy

Week 5

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TODAY

- Meeting Scheduled – Now What?
- Partner Positioning
- Research: Prospecting
- Keeping Up To Date
- Exercises

Meeting Scheduled – Now What?

The Co.P.E.D Method

- Context
- Problem-Opportunity Gap/ Link
- Exploring Options (Co-creation)
- Decision

Context

Problem-Opportunity Gap/ Link

Exploring Options
(Co-creation)

Decision

Partner Positioning

Your Positioning

1. Who are you?
2. What do you do?
3. What are you trying to do now? (What's this project about?)
4. WHY are you doing this? (Key connection point)

Partner Alignment

1. What benefit will they get by partnering with you? (What do you have that can help them accomplish their goal?)
2. What do you WANT?
 - The World or nothing
 - Never ask for what “YOU NEED”
 - People who have a NEED are vulnerable
 - People with NO NEED have POWER!

Success Keys To Keep In Mind

1. Win-Win Relationship
 - Don't focus on your PERSONAL needs!
2. Speak Their Language
 - What phrases are important to them (Review their recent communications, media and press releases.)
3. Don't Be Generic! Be Targeted & Specific!

Research: Prospecting

Research: Prospecting

1. Who's already serving your target demographic (or similar)?
2. What are their focus, strategic priorities & marketing initiatives for this year?
3. How are they currently reaching their/ your audience?
4. Do they have other partners or initiatives they support? (Possible access points)

Which Project To Start With?

Start from your heart!
Which audience do you truly want
to serve?

Keeping
Up To Date

How To Keep Up To Date With Your Target Partners

- Pay attention to your target companies
- Follow their website updates and social media
- Set Google Alerts
- News
- Advertising, Promotions & Campaigns

How To Keep Up To Date With Your Target Partners

- Subscribe to their newsletter
- CSI Handbook
- Ad industry publications and newsletters
- Their annual report
- Campaign LinkedIn Connections
- Get an insider to champion your cause

Exercises

Complete these

1. Top 20 questions
2. Top 20 target companies
3. Partnership Thinking Plan
4. Partner Positioning Questions