Tips for Sponsor Cultivation

Presented by David Bohm
NABE Midyear Meeting – New Orleans
February 1, 2012
Tips for Sponsor Cultivation

   - What needs to go?
   - Where are your missed opportunities?
   - Create Categories and Identify Missing Businesses / Industries
     • Banks, Insurance, Cloud Services, Affinity, Electronics, Rental Car, Travel Services, Marketing
2. Personalize, Customize and Empathize

- “Golden Rule” Mentality
- Humanize your contact
- Before AND after the event
  - Thank you cards, Add to Mailer list?
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3. Persistence Pays Off

- “If not for this event, then how about...”
- Offer a variety of participation options
- Ask for their preferred participation method
4. Creative Utilization of Your Resources

- Have a little fun with your team members
- Think creatively and try something different
- Your volunteers need to be excited about it
5. Accountability (x3)

- Be the standard you want others to follow
- Have no shame in encouraging your team
- Results happen when the entire team performs
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Questions? Comments?

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