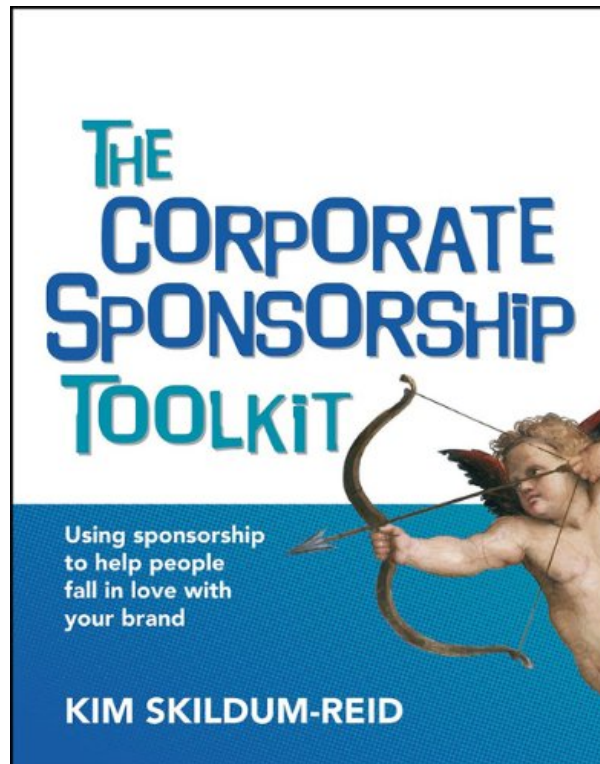


THE CORPORATE SPONSORSHIP TOOLKIT BY KIM SKILDUM-REID



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Sponsorship is a privilege—don't abuse it. When you use sponsorship to build a brand, you are using the most powerful marketing tool you have. Why? Because you have the privilege of connecting with people and building relationships with them through something they have already decided they care about. Get it right and your results will skyrocket. Get it wrong and you could easily damage your brand. This comprehensive manual for corporate sponsorship will guide you through the mindset, strategies, and tactics to develop amazing, best-practice sponsorships that add value to people's event experiences and nurture your connection with those target markets, building preference, loyalty, and advocacy for real impact on your bottom line. This toolkit is packed with straightforward tools, techniques, templates, checklists, and resources—many of which are also provided on the included CD-ROM—to assist novices, seasoned professionals, and senior executives alike in getting the most from their sponsorship investments, doing it cost-effectively, and measuring the results.

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Better than an MBA in Marketing!

By Angela Bushman

Skildum-Reid demonstrates once again why she is the premiere voice in the industry with this tome filled with practical, step-by-step information and tools for building brand love through sponsorship.

Having spent more than two decades in sponsorship and experiential marketing, I've crossed paths with hundreds of sponsors, properties and professionals, none with the depth and breadth and knowledge of Skildum-Reid. Her insights, clarity and straightforward delivery make this book a must-read for beginners and pros alike, not only in sponsorship, but in marketing in general.

Because sponsorship is the most integrated of all marketing platforms, you'll learn more from this book than you will in an MBA-level marketing course. Get schooled in objectives, infrastructure, strategy, leverage, negotiations, measurement, ambush prevention and literally everything you need to know to build your most

successful sponsorship in this book, complete with questionnaires, worksheets and checklists. You'll want to keep this book on your desk and refer to it over and over!

5 of 5 people found the following review helpful.

A toolkit anyone can use for brand promotion

By Tracey T

The author of The Corporate Sponsorship Toolkit definitely has a passion for this topic! Her experience shows as you read in a stepwise process how to utilize sponsorship in the most effective way. The toolkit was very thorough in not only walking you through the process of acquiring sponsorship, but great examples of her ideas along the way. This book also walks you through the value of sponsorship by allowing you to measure it. It is so important to find the right partner to market your brand, how to negotiate with that sponsor, and the legalities that surround the deal. The author stresses not only the importance of a great fit, but how to attain it. I also found the templates and tools made available easy to understand and very thorough. I definitely recommend this book.

2 of 2 people found the following review helpful.

Sponsorship Sellers - Read This Too! By Chuck O'Connor, National Cherry Festival (Traverse City, MI, USA)

By Chuck O

Kudos to Kim! As a 25 year veteran sponsorship seller I'd say that a sponsor decision-maker who understands Kim's analysis is a sponsor I want work with. This is not light reading, but her writing attitude keeps you engaged. Stay on board for the full ride because The Corporate Sponsorship Toolkit is jam-packed with essential and practical recommendations for successful sponsor-partnerships. A couple of important takeaways confirmed for me: 1) Sponsors should do away with gatekeeper functions like online sponsorship submission sites and brokers. Rather, establish and post on your websites comprehensive sponsorship guidelines that already have internal company buy-in, so you don't miss great opportunities. Sellers will respond. 2) Best results come from a focus on target market needs! That's how companies will change perception and, more importantly, behaviors. Pay attention to the importance of psychographical match-ups with target markets - this is where experiential marketing really shines. 3) Activation - enhance the experience. This is where the real value is. Toolkit will help sponsoring companies structure and evaluate both their overall sponsorship portfolio (the macro view), as well as drill down into how to expedite 'last-generation' sponsorship best practices for maximum leveraging, effectiveness, and results. Bottom line - everyone wins when sponsoring companies have this level of understanding of how to use sponsorship 'to help people fall in love with their brands'.

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