



ETERNAL  
SPARKS  
CONSULTING



# SECURING CORPORATE SPONSORSHIPS

A Guide to Unlocking Vital Partnerships

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# IDENTIFYING POTENTIAL CORPORATE SPONSORS

## Building the Base for Sponsorship Success

Starting your fundraising journey begins with understanding who might support you. It's all about finding sponsors who really care about what you're doing. When mapping out potential donors, think about where they're located, what they're interested in, and who you know that might connect you to them.

Local businesses often like to help out in their own community, while bigger companies might be interested in larger-scale projects. Knowing what kinds of things they've supported in the past can give you clues about whether they'll be interested in your cause. Also, think about people you already know who might help you get in touch with these companies.

Getting this right from the start can make a big difference, as it sets you up to build strong relationships with sponsors who can really help bring your ideas to life.





# BUILDING REAL CONNECTIONS

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Creating Lasting Impressions

## **INTRODUCING YOUR NON-PROFIT WITH AUTHENTIC INTRODUCTIONS LEADING TO MEANINGFUL CONNECTIONS**

- In the world of fundraising, making genuine relationships is key. When you introduce your non-profit, it's not just about sharing what you do; it's about making your story resonate.
  - Let your passion shine through in every email or LinkedIn message you send. Share stories that vividly illustrate the impact of your work, and let your enthusiasm become infectious.
  - Building these authentic connections takes sincerity and time, but they lay the groundwork for lasting community engagement and successful fundraising. Approach every email or LinkedIn interaction not just as a transaction, but as an opportunity to start a meaningful conversation.
  - So, reach out with a blend of professionalism and genuine care. Remember, each interaction could be the beginning of a long-lasting partnership that goes beyond a mere transaction.
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# UNDERSTANDING SPONSOR INTERESTS

Craft and Follow Up

## ALIGNING YOUR GOALS WITH THEIRS THE KEY TO FINDING THE RIGHT MATCH

In the quest for securing corporate sponsorships, it's crucial to dive into the specifics of what potential sponsors fund. This isn't just about ticking boxes; it's about aligning your organization's mission with their funding interests and values. Take the time to research and understand their funding history and priorities. Who have they supported in the past? What types of projects or initiatives do they typically fund?

This knowledge helps you tailor your approach, ensuring that your proposal resonates with their goals and values. It's about creating a synergy between your cause and their interests, which is fundamental for a meaningful and fruitful partnership.

Remember, successful sponsorships are built on shared visions and values. By aligning your goals with what they are passionate about funding, you're laying the groundwork for a partnership that can flourish and make a real impact.



# Building Relationships

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Make Them Last



## **FOCUS ON BUILDING LONG-TERM RELATIONSHIPS, NOT JUST ONE-TIME TRANSACTIONS.**

- It's not just about immediate benefits when looking for sponsorships. Think bigger and beyond your immediate needs. Get the word out about your cause, not just for your own gain, but to build a network of support.
  - Reach out, share your mission, and connect with others, even if there's no direct benefit for you right now. It's about making lasting connections that matter for your cause.
  - Attend events, talk to potential sponsors, and join groups that care about what you do. Your passion can open unexpected doors.
  - So, remember, every chat you have and every new contact you make is a step towards a wider community supporting your cause. It's not just about what they can do for you today, but how you all can help each other in the long run.
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# THANK YOU

## CONTACT US



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