

QUICK TEST

1. Do you really know what it is your organisation has to sell?
2. Have you fleshed it out and captured it in an asset register?
3. Have you looked at the market in terms of business categories before going to market?
4. Do you have professional tools to pitch?
5. Do these tools have the right inputs?
6. Does your proposition include media equivalency?
7. Have you considered sponsorship objectives?
8. Have you placed a value on your organisations IP/designation?
9. Have you priced your packages correctly?
10. Do you know when to use packages and when to make a bespoke approach?



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