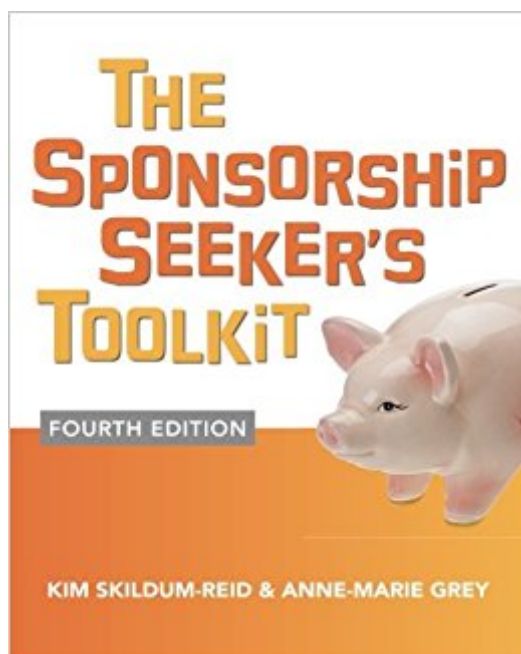


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The Sponsorship Seeker's Toolkit, Fourth Edition



Synopsis

THE "BIBLE OF SPONSORSHIP"--UPDATED WITH NEW SOCIAL MEDIA AND OTHER DIGITAL STRATEGIES The Sponsorship Seeker's Toolkit, fourth edition, makes cutting-edge, best-practice sponsorship not only achievable, but sensible and straightforward. Corporate sponsorship experts Kim Skildum-Reid and Anne-Marie Grey have updated their classic guide to put you miles ahead of the competition. New material includes the integration of social media into existing strategies, developing leverage ideas for proposals, more case studies than ever, and important trends in the world of corporate sponsorship. PRAISE FOR THE SPONSORSHIP SEEKER'S TOOLKIT: "This book leads you step-by-step through the choices you have to make throughout the process, from gathering internal support to renewal. I have never read a better how-to book on seeking sponsors." -- AD MAATJENS, Founder and Director, Sponsorreport "One of the best and most thorough how-to books in fundraising! A must-read orientation for nonprofits considering transforming their approach or venturing into the exciting world of sponsorship!" -- KYLA SHAWYER, Chair of the International Fundraising Congress (IFC), Chief Operating Officer, SCIA "The Sponsorship Seeker's Toolkit contains all the information you'll need to successfully develop, deliver, and manage a best-practice sponsorship program, using an easy-to-understand, step-by-step process supported by useful case studies and example templates." -- KYM OBERAUER, founder of PracticalSponsorshipIdeas.com

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Communication

Customer Reviews

When Kim announced she would be doing a 4th edition of her fantastic Sponsorship Seeker's Toolkit, I was a bit surprised. The 3rd Edition is not terribly old, and it had already outlined best practice and "Last Generation" sponsorship in a way that was clear, understandable, and seemingly comprehensive. What more was there to tell? It turns out, a lot. The 4th Edition of the Seeker's Toolkit (sounds like something Harry Potter fans would read) takes the core elements that made previous editions fantastic and expands on them, extending the reader's depth of reach and really exploring how to line up sponsorship with the brand cycle. The deeper understanding a property has of the partnering brand's position on the cycle and how to best serve those needs, the better and more effective a relationship can be created. The root ideas are still present, but Kim also includes revised and additional sections on impact and measurement (in fact, I think these sections could have been further explored - it strikes me that she has more to say on the topic, and I know she does, because I've heard it in consulting sessions). She also gets a bit deeper into approaches to negotiation and ways to retain value integrity, which is a real difficult thing within the industry. If the book falls short anywhere, it is simply in terms of the nitty gritty of actually executing an integrated sponsorship to its fullest effect, which Kim says time and time again is up to the sponsor to activate their investment. The reality is that if we as property owners do not do our own significant activation, the competition of the marketplace makes it hard to demonstrate our value fully. Additionally, I think the book could discuss potential ways to set up a development, research, and activation team - perhaps explore some setups she has seen amongst properties and discuss positives and negatives. Being properly staffed and deployed is just as important as having the right strategy, approach and philosophy. With that said, this is a foundational work within the realm of marketing partnerships. Kim provides a framework for approaching sponsorship that is fresh, upbeat, and challenges those among us who still do things the traditional way. And it helps lend focus to those of us who are trying to engage best practice, so we don't become lazy. Very pleased to have this as a work to always refer back to and find nuggets in, use, and apply in our quest for truly amazing sponsorship.

This book is for organizations hosting specific events like seminars, etc. The title should be "The Event Sponsorship Seeker's Toolkit for Organizations". The only somewhat useful bit is a few of the word documents you have to jump through hoops to get after purchase. I would have paid about \$6-10 for those. Sure you could FORCE the info in the book to fit your situation but you would be doing just that, forcing it. Most of the info in the book doesn't apply to many common situations where a single person or small group would be seeking sponsorship (i.e. films, art projects, etc.).

The part that could be applied is free on the internet. Also in one section, it seems like the author just lists everything that resembles "marketing" even if it isn't. Like for instance, she really mentioned making "viral" content as if you have any control over that (eye roll). It has been proven time and again that there is no such thing as creating "viral" content. You should always focus on creating outstanding content but that does not mean it will go "viral". "Viral is a result, not a strategy or a creative direction." I read through the book and could only use about 20% of the info for my situation. This book is great if you are an organization seeking sponsorship for an event so I've given it two stars but it was under the impression that the info in this book was for sponsorship seekers thus applying to most common sponsorship situations and I don't find that to be accurate.

I feel very empowered to accomplish my goal of securing a sponsorship. Thank you Kim for the excellent customer service that you personally provided me and I am especially appreciative of this wonderful, comprehensive and clear textbook that allows me to go forward with boundless confidence.

This gem is a comprehensive resource, complete with forms, links and dozens of other tools, tips and information. A must-have if you want to develop and market sponsorships.

Great book. Cant tell you how much it helped

Great book! Lives up to the comments that convinced me to buy it. I'm a newbie, so it is proving invaluable.

Very basic - I got nothing from it in regards to sponsorship

This book is a truly a blessing. I'm very new to seeking sponsorships. I have a better understanding of how to create a strong proposal after reading and completing the exercises in the book.

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