



## Checklist 13 - Sponsorships

Project Name: \_\_\_\_\_ Date: \_\_\_\_\_

Yes No

*Sponsorship is the key to powerful marketing. Every company today wants leads and traction, and this is easy to achieve by sponsorships. Some websites have paid sponsorships with companies who promote their websites and get them leads. As the competition these days has increased to greater levels, getting leads isn't an easy task. Are you looking for sponsorships and ways to attract the traffic of customers? Read the steps mentioned below, and you'll achieve this goal:*

### STEP #1: PRESENT A CLEAR DEMOGRAPHIC AND BE CLEAR ABOUT YOUR PLATFORM

- |   |   |                          |                          |
|---|---|--------------------------|--------------------------|
| 1 | First, have a statistic about your demographics, that is your targeted traffic for your site.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Then find out the purchasing habits and spending powers of your target market.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Now make use of media kits to get an idea about your demographics.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | After this, chose a platform for your website that will bring positive change into the business market and will attract more customers. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | You have to give a mission statement and explain why you do what you do.  | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



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### STEP #2: Look For Potential Sponsors:

- 6 You have to research before you finalize your sponsors. Look for potential sponsors. ☐ ☐
- 7 If your area of work is athletic, look for more sport-related organizations, and if you want to sponsor your music, you can look for any local stations to do sponsorships for you. ☐ ☐

### STEP #3: HAVE A PERFECT SPONSOR PROPOSAL

- 8 First, connect personally with the champion in the company with which you have sponsorship like by writing him an email. ☐ ☐
- 9 Make a proposal for your sponsorship and show it to the company as they'll advertise your work according to the demographics mentioned in it. ☐ ☐
- 10 Follow the below-mentioned format for your proposal, and you're good to go. ☐ ☐
- 11 Get a start with a story and explain how your website evolved and how your products and services have helped people. ☐ ☐

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12 The next step you have to do for your proposal is to include your Demographics in it like how much leads do you want to get in a month etc.

13 Now create an advisory board: If you don't have any experience of creating proposals for sponsorships, take help from this board.

☐ ☐

14 Be brief about your work and avoid taking up a lot of potential of the sponsor. For example, if your area of work is music, do not provide exaggerated information about it in the proposal.

☐ ☐

15 Always follow up on your proposal and stick to it. Avoid leaving the track of it.

☐ ☐

#### STEP #4: PAID SPONSORSHIP

16 You can do paid sponsorships for your websites as well.

☐ ☐

17 For this, first agree with your sponsors about the price that you'll be paying them for sponsoring.

☐ ☐

18 Now, you can set the rate of pay per lead as well, it's totally up to you and the company that is sponsoring your brand. You have to pay them to get sponsored.

☐ ☐

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19 Finally, you'll be getting leads on your websites.

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*Notes*