



Metropolitan Group

Communications that make a difference.

## **CULTIVATING AND KEEPING CORPORATE SPONSORSHIPS**

American Library Association  
Annual Conference - Chicago

Presented By Metropolitan Group  
[www.metgroup.com/libraries](http://www.metgroup.com/libraries)

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## CLEARLY DEFINE THE PROJECT

- Mission
- Programs/Services
- Specific programs
- Sponsorship vs. Philanthropy
- Attitude



## FUNDAMENTALS

- Create clear request
- Develop strong proposal
- Set a request level
- Create target list
- Contact partners
- Present
- Follow-up



## CREATE A CLEAR REQUEST

- List needs
- Timeline
- Proposal



## WINNING PROPOSALS

The proposal should include:

- Cover letter
- Introduction
- Project description
- Sponsor benefits plan



## WINNING PROPOSALS CONTINUED . . .

The proposal should include:

- Investment levels
- Organization background
- Supporting materials



## SETTING THE REQUEST LEVEL

- Do your homework
- Make worthwhile contacts
- Start high
- Correlate value of exposure and/or expense



## SPONSOR TYPES

- Solo
- Presenting
- Major and co-sponsors
- Components
- Media
- The “named dilemma”



## PACKAGING

- Clear visual materials
- Complete packages
- Get key partner first



## CREATE A TARGET LIST

- Common interest
- Access
- Research
- Liaisons
- Assessment



## CONTACT PARTNERS

- Get a meeting
- Access
- Phone/Writing
- Track outreach



## THE PRESENTATION

- Establish rapport
- Describe project
- Make the case
- Involve and ask questions



## THE PRESENTATION CONTINUED

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- Discuss Investment
- Make the Pitch
- Be Silent
- Establish next step(s)



## FOLLOW-UP

- The contract
- Sponsor's checklist
- Sponsor relations
  - extra help
- Deliver more
- Final report



## QUESTIONS AND DISCUSSION



## METROPOLITAN GROUP AGENCY PROFILE

- Library services:
  - Capital campaigns
  - Endowment campaigns
  - Program and annual funds
  - Summer reading program campaigns
  - Public funding initiatives
  - Brand communication plans
  - Strategic planning



## METROPOLITAN GROUP AGENCY PROFILE

- Library clients
  - City and county libraries
  - State libraries
  - Research libraries
  - Archives and special collections
  - Friends organizations
  - Library foundations
  - Library associations



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Communications that make a difference.

Strategic Communication  
Resource Development  
Organizational Development  
Intercultural and Cross-Cultural  
Communication

**PORTLAND, OR • WASHINGTON, DC  
CHICAGO, IL (FALL 2005)**

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