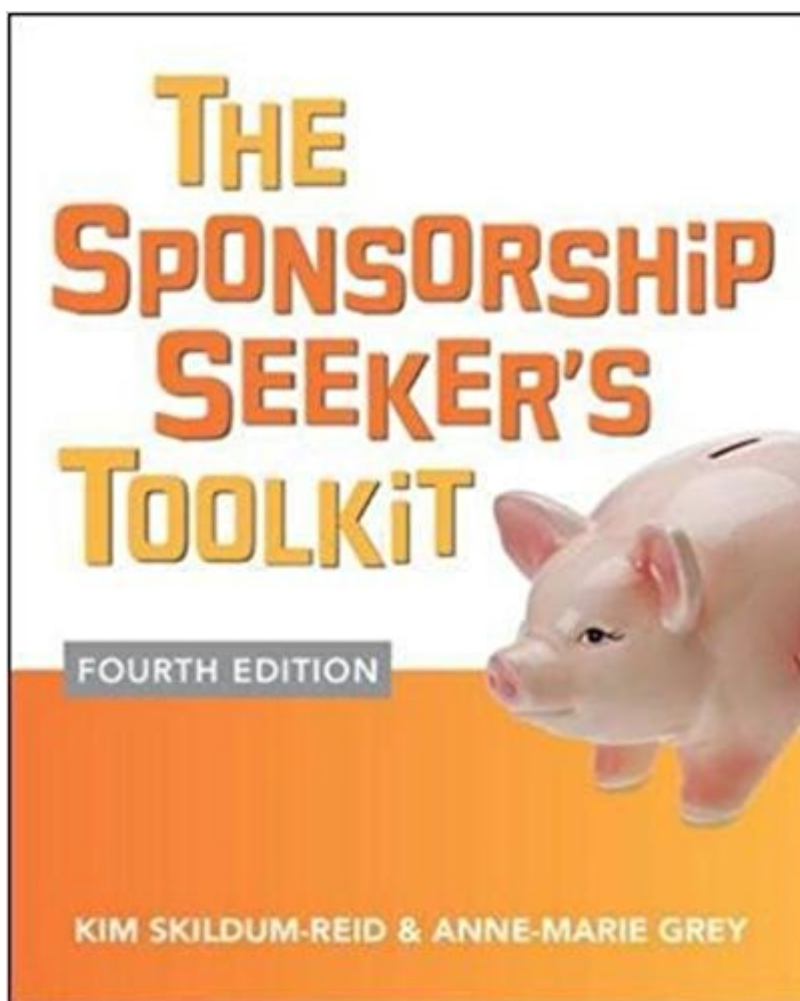


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The Sponsorship Seeker's Toolkit, Fourth Edition (Business Books)



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 "International Alliance" "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

Book Information

Series: Business Books

Paperback: 320 pages

Publisher: McGraw-Hill Education; 4 edition (May 15, 2014)

Language: English

ISBN-10: 0071825797

ISBN-13: 978-0071825795

Product Dimensions: 7.4 x 0.6 x 9.2 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars 22 customer reviews

Best Sellers Rank: #111,592 in Books (See Top 100 in Books) #51 in Books > Politics & Social Sciences > Social Sciences > Philanthropy & Charity #87 in Books > Business & Money > Small Business & Entrepreneurship > Nonprofit Organizations & Charities #120 in Books > Business & Money > Skills > Business Writing

Customer Reviews

KIM SKILDUM-REID is the founder of Power Sponsorship and a corporate sponsorship consultant, trainer, speaker, and author with 28 years of experience across North America, Europe, Asia, Africa, the Middle East, and Australasia. www.powersponsorship.com ANNE-MARIE GREY has over 25 years of fundraising and marketing experience in both the nonprofit and for-profit sectors. She is currently the Chief of Section, Leadership Giving, at UNHCR.

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.

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.

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.

Very helpful. Contains a wealth of information and insights useful for a sponsee.

Great information. The forms available are well done and very useful.

Love this book. The ladies did a great job of explaining the process of how sponsorship is done.

Great book to get started on sponsorships. Lots of detail and case studies for examples.

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