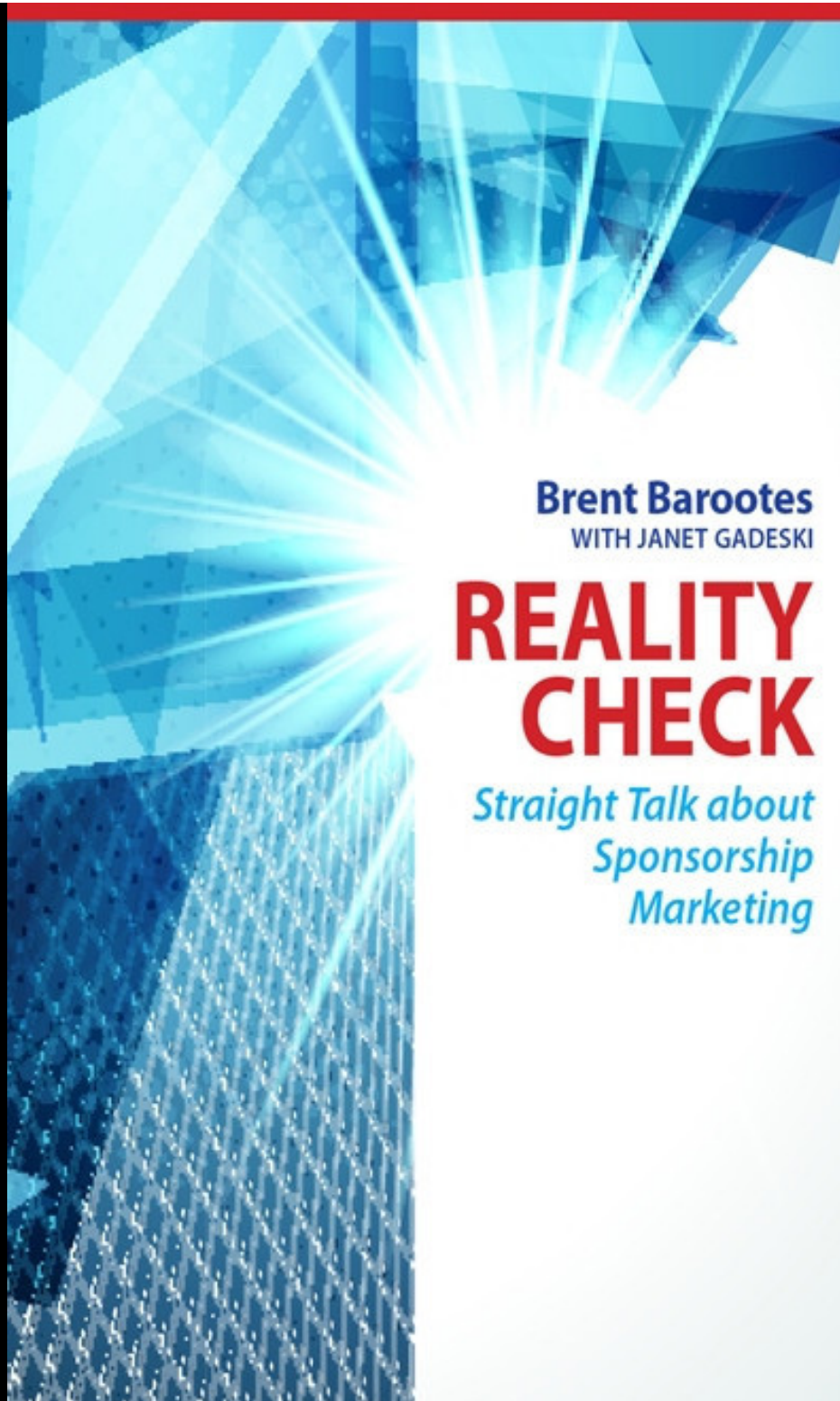


# Corporate Partnerships Road to Success or Ruin?

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# Resources



Civil Sector Press  
\$39

Chris Baylis

[sponsorshipcollective.com](http://sponsorshipcollective.com)

Case Study  
Organix Canada

Marketplace



Discovery



Customers  
Products  
Aspirations  
Challenges  
Brand

# Valuation

Exercise  
Assessing  
Property Value

# Pitching

The Proposal  
One size does  
**not** fit all

# Accomplishes 3 things:

1. Summarizes information gathered in discovery
2. Lists benefits, rights, assets  
– fit to company's goals
3. Is a blueprint for fulfillment and activation

Activation

# Case Study

# Ford Motor



## Are you ready – 6 point check list:

1. You understand difference between corporate philanthropy and sponsorship
2. You know your marketplace and the position of your properties in it
3. You are prepared to put effort into the discovery process
4. You are able to accurately calculate the value of your properties
5. You are willing to create an unique proposal for each prospect
6. You are willing to spend time, effort, and money on activation