

Making Dreams a Reality Through Collaboration and Sponsorship

You can do a lot on your own. Now imagine: what you could do if there were two of you — or three, four, or five? Working alone is one thing, but you can do so much more together. But here's the big question: how do you find the best people to work with you?

Bestselling author and professional speaker Charmaine Hammond shares her tips on achieving your dreams through collaboration and sponsorship. She also talks about the mistakes you should avoid to ensure success. In this activity, you'll create a step-by-step action plan to find the right brands to connect with, reach out to, and ultimately build meaningful relationships.

QUOTE TO REMEMBER:

“Having that passion for your project and building the relationship at the same time — those are the entrepreneurs that seem to move through this not only more confidently.”

Activity: Forging Meaningful Connections

What benefits would collaboration and sponsorship bring to your business?

1. _____
2. _____
3. _____

Name three brands, preferably local ones, that you would like to reach out to for sponsorship. Conduct initial research on them and fill out the table below.

Brand Name			
Who are they? <i>(e.g. mission, vision, objectives)</i>			
What matters to them? <i>(e.g. values)</i>			

Who is their audience?			
What is their market?			

Based on your answers, which brand do you think has the most synergy with yours? Why?

Think of three ways you can build a relationship with your potential sponsor. List them down.

1.

2.

3.

Find your potential sponsor's point of contact on LinkedIn. Do some research about them and compose a simple note to connect with them using the space below.

Customising your proposal to address a sponsor's needs is vital. Draft a proposal or a message that you can send to their point of contact after connecting with them. Remember to tailor it to a

specific sponsor! Below are some guide questions to help you think about how to craft your custom proposal:

- What's your mission and vision?

- What's the project about and what are its objectives?

- Describe your target audience.

- Why did you choose to reach out to this potential sponsor?

- What would be the potential sponsor's role in the project?

- What value can you bring to this potential sponsor?

Make a list of five questions you want to ask your potential sponsor when you get on a quick call. Avoid asking yes or no questions; keep them open-ended.

1. _____
2. _____
3. _____
4. _____
5. _____

What You Will Learn from the Activity

Building relationships is essential when looking to collaborate and obtain a sponsor for a particular project. It's best to be meticulous about choosing the right sponsors and doing the necessary research and preparation.

This activity aims to guide you through the process of collaboration and sponsorship, from finding a sponsor to closing the deal.

The first step to building meaningful connections and acquiring sponsorships is finding a brand aligned with your mission, vision, and values. It's best to start with local brands because they can be the gateway for you to connect with more prominent global brands.

Once you've found the perfect sponsor for your project, you need to build a relationship with them. Show that you're interested in them by researching the brand and not diving headfirst into pitching your project to them. Carefully craft a proposal or at least a message asking them to get on a quick call with you. You should include everything you want them to know about your brand and project and ask them questions to get to know them better.

The right people can help you achieve your dream and elevate your business, and you can do the same for them as well. Be thorough, proactive, and consistent in what you do to build professional relationships that will bring value to you, your sponsors, and the people you serve.