



WORKSHOP MENU

Are You Sponsor Ready? ***An Introduction to Planning for Sponsorship***

With Huw Davies

This workshop will guide participants* towards an examination of their organisation's preparedness to undertake sponsorship/fundraising activities. It will cover the principles of seeking sponsorship through:

- Understanding the vocabulary of fundraising and sponsorship
- Mapping the motivators and expectations of potential sponsors
- Creating a profile of their organisation for submission to potential sponsors
- Analysing the 'fit' between their organisations and potential sponsors
- Evaluating the various methods of asking for support
- Planning for the next steps in their pursuit of sponsorship

Participants will be given a series of practical worksheets to help them determine if they are sponsor ready. Huw will guide participants through the essentials of fundraising from corporate and other sources and provide a '*reality check*' on the pros and cons of fundraising for small '*not for-profit*' organisations.

Participants from this workshop may go on to undertake Huw's follow-up workshop - *Ready to Go: Creating Your Sponsorship Pitch*.

** Whilst individuals can attend, they should be aware that the content of this workshop is focused on groups and organisations.*

Huw Davies has worked in the field of philanthropy, sponsorship and fundraising for over 20 years. Huw has knowledge of '*both sides*' of the sponsorship/donations business. He has managed a multi-million dollar global program of corporate contributions for one of Australia's largest corporations and also managed a funding program for a Melbourne-based tertiary institution. He has been a contributor to seminars and workshops in the '*not -for profit*' sector.
