



WORKSHOP MENU

Ready to Go: Creating Your Sponsorship Pitch

With Huw Davies

(Duration 2 Hours)

This workshop is the second in a program of two workshops focusing on sponsorship and fundraising.

Participants interested in attending this workshop must have completed Huw's preliminary workshop – *Are You Sponsor Ready? An Introduction to Planning for Sponsorship* and will be required to bring their completed worksheets from that workshop with them.

Participants will also be required to prepare for this workshop by completing a 'Sponsors Hit-List' form (handed out at the end of *Are You Sponsor Ready?*).

This workshop will review and build on the information assembled in Workshop 1. Using their own case-studies, participants will:

- Create a working sponsorship proposal by applying the principles learned in Workshop 1
- Develop a strategy for pursuing potential sponsors

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.
