



5 Top Ways to Attract Corporate Sponsors

Definition of Sponsorship

A cash or in-kind fee paid to a property in return for access to the _____ associated with that property.

Top 5 Ways to Attract Corporate Sponsors

1. Be clear about your _____ and your _____.
2. Have a great _____. Without it, don't even bother.
3. Promise _____.
4. Don't sell _____.
5. Whenever possible, make _____, then _____.

Notes



Linda Hollander is known as the "Wealthy Bag Lady". As the author of the #1 best-selling book, *Bags to Riches: 7 Success Secrets for Women in Business*, she is the industry leader in teaching entrepreneurs about small business success.

Her corporate sponsors include Citibank, Fed Ex, American Airlines, Staples, Health Net, Smith Barney, Wal Mart / Sam's Club, Bank of America, Omega World Travel and IBM.

She is the founder of the *Women's Small Business Expo* which takes place in Los Angeles on April 29, 2009.

Wealthy Bag Lady and Women's Small Business Expo

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Sponsors

