



National Training Center

SPONSORSHIP
MARKETING INSTITUTE

SPONSORSHIP FOR NONPROFITS (SFNP) BOOTCAMP 360°

VANCOUVER EDITION
FRIDAY, MARCH 3, 2023
SYLVIA HOTEL

CANADA'S # 1 WORKSHOP FOR SPONSORSHIP FOR NONPROFITS

Whether you are starting a sponsorship program or re-igniting an existing one, **Sponsorship for Nonprofits 360° Bootcamp** will help you develop and implement an action plan that delivers results. NTC's comprehensive training camp series leads registrants through a proven design, sales, and delivery process to sponsorship gold.

NTC places a mandatory registration cap of 12 persons to create a group dynamic that is interactive, provides optimum learning and allows for greater attention to the attendees.

At **Sponsorship for Nonprofits Bootcamp 360°**, you will learn how to:

- develop a strategic sponsorship strategy
- create a fully diversified revenue generation plan
- evaluate your organization's assets and leverage them to a financial advantage
- create sponsorship magic from commonplace programs
- determine the fair market value of your sponsorship offerings
- find the right sponsorship partners for your organization
- prepare winning proposals and customize recruitment tools to attract sponsors
- move value-in-kind relationships into cash partnerships
- develop and maintain mutually beneficial, long-term partnerships



Who Can Benefit from Sponsorship for Nonprofits 360° Bootcamp?

Sponsorship 360° is designed for any person at a nonprofit, charitable organization or special event property who has the responsibility for generating revenue, such as:

- executive directors
- fundraising coordinators and managers
- marketing coordinators and managers
- sponsorship managers and coordinators
- event managers and marketers
- volunteers responsible for raising funds

“ I highly recommend this training.

The attention to the individual attendee is outstanding. We were encouraged to keep in touch and reach out to Joanne with any post workshop questions we might have.

The workshop answered our questions on “where do we begin” and how do we build a sustainable sponsorship program. I saw results within months! Joanne delivered everything she said she would. ”

LINDA YOUNG,
Cornwall Centre
Regina

Workshop Description

CREATING THE BUYERS MINDSET

This introductory seminar will take you inside the minds of sponsors, to help you understand what they look for in sponsorship opportunities and what motivates them to buy.

DEVELOPING AN ACTIONABLE SPONSORSHIP PLAN

To anchor your sponsorship roadmap, the strategic plan will start with a range of analytics to:

- acknowledge the factors that could potentially impede your success
- identify the opportunities that will improve your effort
- emphasize what your organization can realistically offer
- specify the work that must be done to effectively compete in your marketplace

In this segment, you will learn how to:

- conduct a sponsorship audit
- understand how marketing and communications impacts your revenue priorities
- create competitive differentiators
- identify what you realistically have to sell
- assess the barriers to your goals and prepare solutions for them
- implement revenue diversification into your plan
- build new revenue-generating assets and properties
- determine what benefits your organization can offer a sponsor
- produce a suite of differentiated properties that represent annual and multi-year revenue
- assess the feasibility of cause marketing, affinity programs and CSR for your plan
- overcome limited inventory and boost sponsorship values



PLAN INFRASTRUCTURE

A strategic framework provides the platform for building infrastructure. This section focuses on:

- creating a rights and benefits infrastructure
- building a platform to support a family of sponsors
- offering tier sponsorship from naming, presenting, official and supplier-level designations
- employing pricing and valuation methods
- leveraging strategic recruitment tools, packaging and win-win proposals
- adding tactics to motivate multi-year sponsorships
- using marketing and equity optimizers for boosting sponsorship values

“ Joanne is a freakish mastermind when it comes to sponsorship, thanks to her experience in the business. Her workshop was a small intimate group, with a “circle of trust” environment and provided a great dynamic for individual attention and learning.

I felt more confident in approaching prospects after the workshop. Any person tasked with revenue generation goals should not pass up the opportunity to learn from Joanne, I personally would consider it doing a disservice to their organization, and more importantly, their career.

Thank you for your wisdom. ”

KIM ADAMS,
Oxford Properties Group

THE RECRUITMENT PLAN

This section discusses proven methods for recruiting sponsors and offers solutions to overcome common recruitment challenges.

In this section, you will learn how to:

- identify potential sponsors that have a strategic fit with your assets and proprieties
- build a strong prospect plan, prospect mapping and other proven methods
- qualify for the best sponsors
- apply the three primary recruitment approaches that should frame all your pitches
- overcome sales barriers
- connect with the elusive decision-maker
- plan sales meeting strategies
- incorporate front-end sponsorship activations
- tailor a plan to the specific business category of a prospect

DELIVERING THE SPONSORSHIP RETURN ON INVESTMENT

This section focuses on management efficiencies, stewardship and building partnerships and ensuring a sponsorship return on its investment.

In this section, you will learn how to:

- measure and evaluate data to support sponsor needs
- sponsor reports: curate information sponsors need to know
- manage a successful naming partnership
- create win-win contracts and legally binding agreements
- build sustainable long-term partnerships
- master the care and feeding of sponsors
- prepare mutually beneficial agreements that protect you and your organization

“ I did not appreciate the synergy between sponsorship and philanthropy until I met Joanne. Each and every time I hear her teach, I learn something new. Joanne is not only knowledgeable about sponsorship but she is dedicated to strengthening our communities and that comes through in her courses and workshops! ”

ROWENA VEYLAN
Founder, New School of Fundraising

“ Sponsorship for Non-Profits (SFNP) should be mandatory for nonprofit or charitable organizations with revenue generation goals that are impacted by sponsorship work.

I like the fact that you always use real life street tested cases and provide a 360-degree understanding of sponsorship from start up through to recruitment and delivery.

The smaller workshop format is ideal for those who want an individual focus, to ask questions and bring back to their organization, solutions and plans relevant to them. ”

CHRIS LOWE
CSEC, TCP-EVM
Director, Partnerships and Events
Variety—the Children’s Charity

“ Thank you, Joanne, for a great workshop. The day was so informative and you made the information so easy to understand with so many new ideas for us to develop and pursue.

Thank you for taking the time to review and provide some feedback on my sponsorship package. ”

CATHERINE TOMCZAK
Operations Coordinator
Saskatchewan Arts Councils

“ I highly recommend Joanne Veltri’s programs for anyone interested in sponsorship, whether they are a seasoned veteran or someone new to the industry. I greatly valued that she was able to provide insights, from the point of view of both the non-profit making the request for sponsorship and the business making the decisions. It has changed the way I approach these requests and I feel that my applications are stronger as a result.

Her extensive experience in sponsorship is invaluable. She happily shares her knowledge with registrants and encourages participation. This format allows for constructive and thoughtful feedback. ”

SANDRA NIVEN
United Way of the Lower Mainland

Workshop Presenter

JOANNE (JOE) VELTRI

Joanne brings to NTC, a high-level education acumen in strategic partnership, sponsorship and diversified revenue generation. Students will get exposed to real-life street tested case studies from a robust career that has helped organizations define challenges, improve local economies, revitalize communities, optimize business, increase revenue, drive membership, traffic and sales, amplify brand awareness, heighten marketing performance, strengthen internal capacity and improve stakeholder relations.

Joanne is a 5-time ICSC national/international marketing award winner and under a strategic partnership, sponsorship and corporate citizenship banner has established a stellar reputation leading cross functional teams to increased growth at the Bentall Corp, Oxford Shopping Centres Group, Manitoba Lotteries Corporation, Northwest Company, Giant Tiger, Western Canada Games and the Canadian Paralympic Committee through the Beijing and Vancouver Paralympic Games.

Joanne's work has generated over \$13 million in new revenue for Canada's non-profit community spanning grassroots, regional and national organizations at various stages of growth, including start-up, established and several in turnaround 'make-or-break' environments.

She is one of a very small group of professionals in North America who lecture at post secondary institutions in sport marketing and sponsorship introducing and establishing the courses for such respected institutions as British Columbia Institute of Technology (BCIT) and several Canadian post secondary institutions.

Her professional development workshop brands, **Sponsorship for Non-profits** and **Sponsorship for Amateur Sport** have been training Canada's fundraising and sport-marketing communities since 2015.

“ Thanks again for a very informative seminar and sharing your expertise. It's exciting for me to be starting a sponsorship plan with an approach and packages that I am now able to put a dollar value on for the recognition accorded to our sponsors.

I love thinking scientifically about the value of our sponsorship and demonstrate this value to our sponsors! ”

SANDEE MOORE
Development Associate,
Mackenzie Art Gallery

Workshop Details

DATE

Friday, March 3, 2023

LOCATION

Pendrell Room
Sylvia Hotel
1154 Gilford Street
Vancouver, BC, V6G 2P6

TIME

9:00 AM—5:00 PM

FEE

\$450 plus GST

**Discounts available for multiple registrants*

Fee Includes:

- Free parking
- F & B breaks
- Lunch
- Workbook with PowerPoint slide hand-outs, and various templates (agreements, proposals, valuations, benefit grids)

**REGISTRATION IS LIMITED
TO 12 PERSONS.**

TO REGISTER

tinyurl.com/nonprofitbootcamp360

FOR MORE INFORMATION

CALL: Joe Veltri 778.772.2223

EMAIL: jveltri@NTcenter.org

VISIT: ntcenter.org



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