



# How to Get Sponsorships and Endorsements: Get Funding for Bands, Non-Profits, and more!

*Simon S Tam*

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## **How to Get Sponsorships and Endorsements: Get Funding for Bands, Non-Profits, and more!** Simon S Tam

Building a relationship with a corporate sponsor is one of the most important things an organization needs to do in order to achieve its mission. Sponsors can not only provide a source of income, but also increased brand awareness, volunteers, and other valuable resources. However, marketing guru Simon Tam argues that the relationship can be so much more. *How to Get Sponsorships and Endorsements* provides step-by-step, practical advice on how to build sustainable, mutually beneficial partnerships that can help your organization succeed. Whether you are representing a non-profit organization, a musician in a band, or an athlete looking for product and cash support, this book will become a resource that you can turn to over and over again. Get specific advice on how to:

- Find the right sponsor for your organization
- Get information for the right contact at a company
- Approach potential sponsors
- Create an effective sponsorship proposal
- Follow up the right way

Templates for solicitation emails, silent auction propositions, sponsorship packets, reports for sponsors are also included!

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