

# The Sports Sponsorship Action Guide

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## **Ask yourself these important questions:**

How do relationships and trust play a role in the sponsorships business?

How do you differentiate your own brand and sponsorship to build credibility?

What does it means to go above and beyond with your clients and brands?

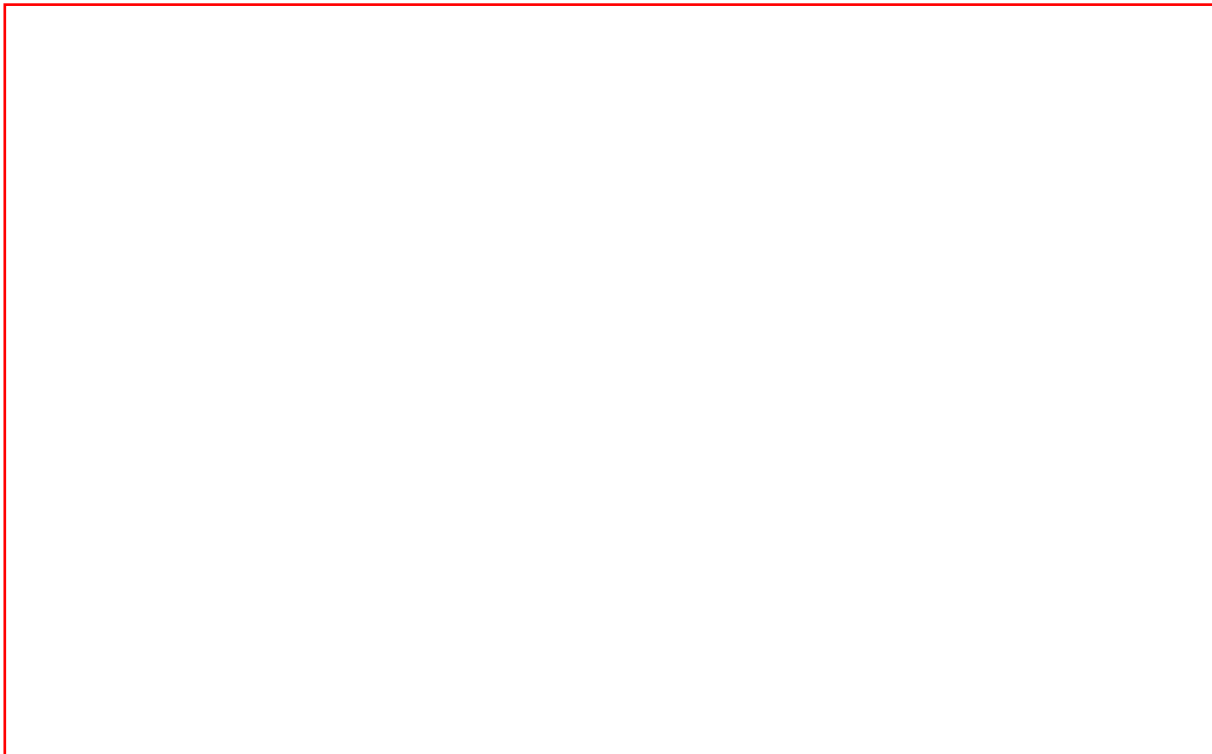
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**Question One:** What initial research steps will I take? What background information do you know about your potential client? Why is your sponsorship deal the best fit for this company?

**Question Two:** What are three ways you will go above and beyond for your client or potential client? Give concrete examples of how you can go the extra mile in relationship building.



**Question Three:** What makes your company (and brand) different from others in your field? What type of message do you want to send and do you think that's coming through?



**Question Four:** Name one creative sponsorship idea you have but haven't taken action on yet (either for a current or potential client and brand).

***What's next?***

Visit the online forums to share some of your answers. Feel free to give examples of creative sponsorship ideas that have worked for you in the past, or new ideas you want to try. Ask questions of your fellow SEA members and build your sponsorship knowledge.