



Made Possible By: Succeeding with Sponsorship

Patricia Martin

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Made Possible By is a step-by-step guide to securing successful, sustainable corporate sponsorships that will provide financial stability, increased visibility, and help your nonprofit achieve its mission. Sponsorship expert Patricia Martin walks you through every phase of the process and shows how to assess what it will take to get your organization prepared for success. *Made Possible By* gives you the information and tools you need to

- Get organizational buy-in
- Approach potential partners
- Prepare a winning proposal
- Negotiate contracts
- Report results
- Build long-term equity
- Evaluate the success of the relationship

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