

## Steps to Partnership

- Understand what you have to offer
  - Your skills
  - Your audience
  - Opportunities
  - Value to your Partner
- Potential Partners
  - Wish list of partners
  - Research every partner and keep up to date on them
  - How compatible are you with the potential partners?
  - What can they offer (money, in-kind, product, people?)
  - Contact them! (calls and emails are traditionally the least effective) the worst they can do it say no
- Contact the right person
  - Contact the person that will say yes to you!
  - Follow up with them
  - Make notes/ remember things they say (their hobbies, do they have kids etc)
- Build a relationship with your partner
  - Build that trust
  - Do your research
  - Don't burn bridges
  - Don't go in right away for the hard sell
- Know the partner's marketing objectives
  - What does the partner need from you? (sales, loyalty, access to target market etc)
  - Once you know the objectives, how do you measure them?
  - Be creative, signature to your club/group
- Value? Find it
  - Budget, assisting with a budget line with a monetary partner vs. in kind partner
  - Know what the partner can contribute
  - What's in it for a partner? Is it a onetime thing?
- Talk to your partner
  - Communicate with them and see how both parties can benefit
  - With those conversations, develop a proposal for the partner
  - It helps make things custom, it helps bring a personal level
- Keep the proposal short and sweet



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- Having a proposal that is massive can get lost in the pile
- Be open and transparent
- Keep your branding
- Use of images can go a long way to get a point across
- References and 'quotes'- it's one thing to say you can do something but for another company to say 'yes you did' helps with trust
- **Get it in writing**
  - Safety of both parties
  - Keeps everyone accountable for what is promised and agreed upon
- **Follow up with partners**
  - If you are able to secure a partner and develop that relationship do not let it fall
  - Once invoices have been paid and contracts signed, keep in touch
  - Holidays, birthdays, updates on the event/team
  - Keep the partner up to date. If your event develops and exciting things happen feel free to share!
- **Say Thank You!**
  - Be creative with it