YOUR ROLE

Act as an experienced corporate sponsorship strategist who understands how companies evaluate sponsorship opportunities. Help our nonprofit identify potential sponsors, develop compelling partnership ideas, and create a realistic action plan for securing corporate sponsorships.

ABOUT OUR ORGANIZATION

- **Organization Name:** [Insert nonprofit name]
- **Website:** [Insert website]
- **Event Name and Type:** [Concert series, arts festival, cultural event, etc.]
- **Event Location:** [City, State]
- **Event Date(s):** [Insert dates]
- **Anticipated Attendance:** [Insert number of attendees]
- **Primary Audience Segments:** [Families, young professionals, retirees, music lovers, etc.]
- **Our Mission/Community Impact:** [Briefly describe what your organization does and why it matters]
- **Sponsorship Goal:** [$ Amount]
- **Existing Sponsors (if any):** [List companies]
- **Team Capacity:** [Number of people and hours available weekly]

YOUR ASSIGNMENT

1. Identify Our Top 10 Potential Corporate Sponsors

Research and recommend 10 companies that could be strong sponsorship prospects based on our geographic location, audience, event type, and mission.

Think beyond traditional nonprofit sponsors. Include local, regional, and national companies with a meaningful business presence in our community.

Prioritize companies with strong audience, business, and community alignment. Do not assume that a company's charitable giving automatically makes it a strong sponsorship prospect.

2. Develop Sponsor Alignment and Activation Ideas

For each recommended company, create a table with:

- **Company Name:** Actual company to consider.
- **Potential Sponsor Objective:** What business, marketing, or community engagement goal might motivate them to sponsor our event?

- **Our Sponsorship Positioning:** What is the strongest argument for why our organization and event could help them achieve that objective?
- **Creative Activation Idea:** One realistic way the sponsor could engage our audience beyond placing a logo on marketing materials.
- **Priority:** High, Medium, or Low based on preliminary alignment and available evidence.

Where web research is available, verify the company's local presence and relevant activities. Cite sources and distinguish verified information from hypothetical business objectives. Do not invent sponsorship budgets, commitments, or company priorities.

3. Build Our 30-Day Sponsorship Action Plan

Create a realistic 30-day plan to move from research to sponsor conversations.

Break the plan into four weeks with specific tasks that our team can realistically complete in 15–60 minutes.

For each week, identify:

- Three to five priority actions.
- Who should complete them (staff, board member, or volunteer).
- The tangible deliverable or outcome.
- A measurable weekly milestone.

Include prospect research, identifying decision-makers, leveraging warm introductions, developing customized outreach, initiating sponsor conversations, and following up.

Make the plan achievable for our team's stated capacity.

OUTPUT FORMAT

Present the results in two easy-to-use tables:

Table 1: Our Top 10 Corporate Sponsorship Prospects

Company | Potential Objective | Why We Align | Creative Activation | Priority

Table 2: Our 30-Day Sponsorship Action Plan

Week | Action Steps | Responsible Person | Deliverable | Weekly Milestone

End with the **three companies we should prioritize first** and one sentence explaining why each is worth pursuing.

Keep your recommendations specific, creative, realistic, and actionable. Focus on corporate partnerships that create mutual value rather than simply asking companies to donate money.