

## WMAD Guidelines for Sponsorship

Definition of a 'sales pitch':

**A sales pitch seeks to persuade.** The objective of this presentation is to sell a product, concept or idea.

- give attendees the most important information in the first few sentences: any money to be saved? how their lives might be improved, etc.
- support claims with logic and evidence
- end every 'pitch' with a call to action

It's okay to 'sell' in this segment; here are some do's and don'ts:

- keep in mind the 'less is more' concept
- you will probably know several people in the audience; they are your friends and want you to do well, so RELAX!
- you will have three (3) minutes at the lectern to 'shine'; use the time wisely and share what you'd like
- rehearsing the information is helpful so you can make the best impact possible
- don't speak too quickly; enunciate your words
- be mindful of body language, eye contact and personal space
- you have a 6' skirted display table to decorate how you choose
- if you will not be needing the 6' display table, let me know; it doesn't show well to have an empty table (if you feel you don't have anything to decorate a table, be creative with a piece of fabric, vase of flowers or potted plant)
- you can choose to put something at each place setting (this is where you may choose to not use the 6' display table); you can do both
- you can offer a door prize to be drawn at the end of the event
- you cannot move your sponsorship table to another location
- if you are bringing a 'prop' that would go outside of your area, please ask me first to avoid any embarrassment the day of the event
- you will receive a copy of the guest list with contact information by Monday following the event
- if you'd like 'tips' for assistance in getting prepared, simply write and ask me!