

Memphis Grizzlies Sponsor Workshop

15 Jan 2016

Recommended Materials

As promised, here are some additional recommended resources. All links are live.

Books

You may be interested in my bestselling book for sponsors, *The Corporate Sponsorship Toolkit*. Again, it is available hardcopy or as an ebook. [Click this link to find it on Amazon.](#)

Some sponsors find that upskilling their partners is quite high leverage and gets them a better return. If you have a lot of unsophisticated partners, you may want to provide a copy of my industry bestseller, *The Sponsorship Seeker's Toolkit 4th Edition*. It is available hardcopy or as an ebook. [Click this link to find it on Amazon.](#)

Blogs

You should probably have a click around my blog – use the categories in the lower narrow column to navigate. There are also these topic roundups:

- [49+ Sponsorship Leverage Resources for Corporate Sponsors](#)
- [21+ Ambush Marketing Resources for Sponsorship Professionals](#)
- [38+ Corporate Sponsorship Resources for CMOs](#)

I've also got a good list of sponsorship bloggers who create more advice for our industry right here:

<http://powersponsorship.com/recommended-resources/sponsorship-bloggers/>

White papers

I have attached my white paper, “Last Generation Sponsorship”, which is a good tool to introduce others in your organisation to the basics of best practice sponsorship.

Other white papers, templates, and cheat sheets can be found on this page:

<http://powersponsorship.com/sponsorship-white-papers-templates/>

Other resources

There are a wide range of other big sponsorship industry resources on my website. Here's a link to the page where you'll find them:

<http://powersponsorship.com/recommended-resources/>

Working with me

Below are some links for more information about working with me in a professional capacity.

Sponsorship consulting (PDF brochure)

http://www.powersponsorshipdownloads.com/tools/Power_Sponsorship_Consulting_Brochure.pdf

Sponsorship training and strategy sessions (PDF brochure)

http://www.powersponsorshipdownloads.com/tools/Power_Sponsorship_Training.pdf

Sponsorship coaching

<http://powersponsorship.com/sponsorship-coaching/>

Drop me a line if you have any questions on this!

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