



# The Sponsorship Seeker's Toolkit, Fourth Edition

*Kim Skildum-Reid, Anne-Marie Grey*

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## **THE "BIBLE OF SPONSORSHIP"--UPDATED WITH NEW SOCIAL MEDIA AND OTHER DIGITAL STRATEGIES**

*The Sponsorship Seeker's Toolkit*, fourth edition, makes cutting-edge, best-practice sponsorship not only achievable, but sensible and straightforward. Corporate sponsorship experts Kim Skildum-Reid and Anne-Marie Grey have updated their classic guide to put you miles ahead of the competition.

New material includes the integration of social media into existing strategies, developing leverage ideas for proposals, more case studies than ever, and important trends in the world of corporate sponsorship.

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*"This book leads you step-by-step through the choices you have to make throughout the process, from gathering internal support to renewal. I have never read a better how-to book on seeking sponsors." -- AD MAATJENS, Founder and Director, Sponsorreport*

*"One of the best and most thorough how-to books in fundraising! A must-read orientation for nonprofits considering transforming their approach or venturing into the exciting world of sponsorship!" -- KYLA SHAWYER, Chair of the International Fundraising Congress (IFC), Chief Operating Officer, SCIA – International Alliance*

*"The Sponsorship Seeker's Toolkit contains all the information you'll need to successfully develop, deliver, and manage a best-practice sponsorship program, using an easy-to-understand, step-by-step process supported by useful case studies and example templates." -- KYM OBERAUER, founder of PracticalSponsorshipIdeas.com*

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