

SPONSORSHIP PITCH CHECKLIST

YOUR SPONSORSHIP PITCH CHECK **IST**

RESEARCH

Be sure that you've thoroughly researched the company that you're going to be going into the room with; be confident that you understand their business, what their objectives are and what challenges or problems they might have that you can solve with your racing.

CHECK YOUR PRESENTATION

If you're planning on delivering a presentation or a talk at the meeting, be sure to practice it! Try recording yourself on audio or video to get an idea of what your pitch might look like through the eyes of the people you'll ultimately be delivering it to.

It's also wise to run through any of the technical aspects of the presentation to be sure you won't look silly when the file doesn't open or you can't play a video because the internet connection is weak...

GET YOUR FACTS STRAIGHT

Plan to have a few statistics and facts in your back pocket to pull out if they become relevant to the conversation.

KNOW WHO'S IN THE ROOM

Not only do you need to research the business itself but also make sure you know a little bit about the people who will be coming along to the meeting.

CHECK YOUR PRESENTATION

That's right, it's on here twice. Go through it all, check your facts, check your grammar, spelling... This might be your first impression in person with this company and you want to make that professional, prepared and thorough.