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Sponsorship's Holy Grail: Six Sigma Forges the Link Between Sponsorship & Business Goals

Raymond Bednar

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Who holds the upper hand when a company considers investing millions of dollars in a hot sponsorship property? All too often, sponsors find themselves considering what look like "take it or leave it" deals with little or no guarantee of a return on their investment.Sponsorship's Holy Grail levels the playing field for sponsors by providing an objective, step-by-step, process-driven methodology that assures that the relationship will deliver measurable results.Whether considering a new sponsorship opportunity, monitoring performance of an existing relationship or entering into negotiations for renewal, Sponsorship's Holy Grail puts the prospective sponsor in an unprecedented position of strength. Learn to negotiate based on business goals. Obtain the most essential sponsorship benefits without paying for unproductive frills. Compare opportunities with confidence. Best of all, be confident and prepared when the chairman calls to find out what the company is getting for its money.A ballplayer wouldn't think of stepping up to home plate without a bat in his hands. After reading Sponsorship's Holy Grail, corporate decision-makers will be ready to knock their next sponsorship deal out of the park.

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