

- 1 Gain Organizational Understanding**
- 2 Study Key Performance Data**
- 3 Assess Core Customers**
- 4 Leverage Existing Internal Intelligence**
- 5 Determine Decision Makers & Influencers**
- 6 Craft to the Obvious & Opportune**

6 things you **MUST** do during your sponsorship ask pre-approach



**KENDRICK
& COMPANY**