

# WORKING WITH SPONSORS

DURING DIFFICULT TIMES

## KEEP THE CONVERSATION GOING



### Now is the time to build and strengthen relationships

Take the time to listen and learn about their challenges, see if you can help in creative and new ways. Be transparent and honest about your current circumstances and discuss opportunities to work together and support each other.

## ADAPT



### This is an opportunity to innovate

Think about new ways to engage current and potential sponsors. You can't meet them at the coffee shop, what about a Zoom call? Also, there are companies doing well during difficult times, consider reaching out to them as potential sponsors.

## CASE-BY-CASE



### Every sponsor is different and they should be treated differently

The hair salon is shut down right now but might be posting DIY videos that you can share as added value to their sponsorship. Your local restaurant might now be doing delivery, can you help them? Work with your sponsors to find a targeted, mutually beneficial partnership.

## BE ORGANIZED



### Take notes, implement change

Keep track of the conversations your having because they might be the start of a great idea in the future. Now is also your chance to try things you've been talking about for years, so think about trying something new!