

# ANATOMY OF A CORPORATE SPONSORSHIP MANAGER



## LEFT/RIGHT BRAIN

Should have a strong balance between analytical and creative thinking. If not, the larger sponsorship team must have that balance.



## VISION

Ability to establish vision for what sponsorship can achieve across departments and stakeholders.



## VOICE OF REASON

In order to manage a wide variety of stakeholders (who don't work for you), you need to understand and speak to all of their major challenges, and provide strong, strategic advice.



## TRUE LOVE OF SPONSORSHIP

This is not to be confused with a true love of the perks of sponsorship!



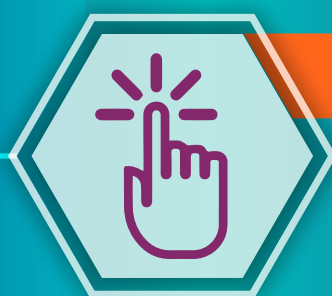
## ELBOW GREASE

Sponsorship is fun, but not a glamour job. Must be willing to put in the work.



## HAND TO LEND

A big part of the job is acting as an internal sponsorship consultant for stakeholders across the company.  
*Note: "Consultant", not "lackey".*



## FINGER ON THE PULSE

Must be on top of new sponsorship trends and technology, and understand how they can be used to advance your results.



## GUTS

Must have the courage and gravitas to make hard decisions and unpopular recommendations, when necessary.



## FANCY FOOTWORK

Everyone thinks they're a sponsorship expert, and it's fraught with politics. A sponsorship manager needs to be able to bust out the fancy footwork, when required.