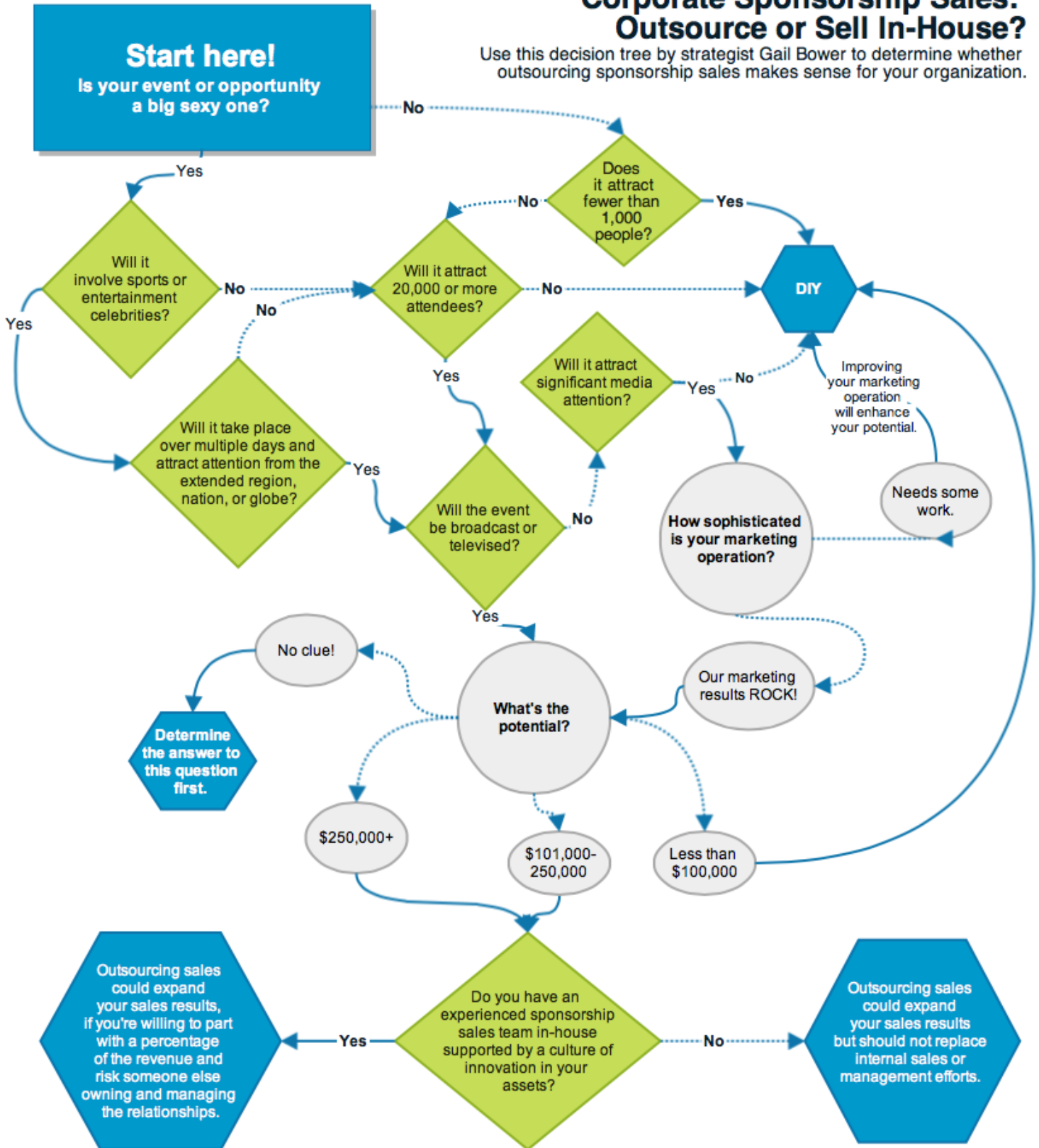


# Corporate Sponsorship Sales: Outsource or Sell In-House?

Use this decision tree by strategist Gail Bower to determine whether outsourcing sponsorship sales makes sense for your organization.



**Gail Bower** transforms organizational complexity into strategies that result in sustainable revenue, increased influence and visibility, and greater value. Author of *How to Jump-start Your Sponsorship Strategy in Tough Times*, Gail uncovers opportunities for dramatic growth potential — including through marketing-driven corporate sponsorship — for nonprofit organizations, associations, destinations, and major events. Visit [GailBower.com](http://GailBower.com) or [SponsorshipStrategist.com](http://SponsorshipStrategist.com) for more information.