



MINIMUM SYSTEM REQUIREMENTS

Available as Network or Stand Alone PC Version. Server version allows up to 500 users worldwide

STAND ALONE PC VERSION

Windows™ 2000 Professional
128mb RAM
Pentium 166mHZ or higher
Internet Explorer 5.0 or greater

NETWORK VERSION

For Server:
Windows® 2000 Server, NT Ver 7.0 or higher
Microsoft SQL 7 or greater
256mb RAM
Pentium 166mHZ or higher

For connecting PC's:

Windows® 95/98/2000/NT
Internet Explorer 5.0 or greater

Windows® is a Registered Trademark of Microsoft Corporation

Sponsorcom® is a Registered Trademark of The Sponsorship Unit®.
The Sponsorship Unit® and Creating Successful Sponsorships® are
Registered Trademarks of The Sponsorship Unit®.

For more information on Sponsorcom® contact your local dealer



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Or contact:

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Five reasons to choose Sponsorcom

- 1. Creating Successful Sponsorships®**
 - Centralised management of multiple sponsorships and events
 - Provides accountability, control and continuity, while significantly reducing administrative workloads
- 2. Delivers a Return on Sponsorship Investment**
 - Sophisticated planning and budgeting tools to accurately predict return on investment
 - Evaluation tools to track and benchmark your sponsorships
 - Extensive reporting capability to monitor hospitality usage, sponsorship and event costs
- 3. Corporate Hospitality Solution**
 - Hospitality request, evaluation and reporting to maximise the value of corporate hospitality returns
- 4. Easy and quick to use**
 - Developed by Microsoft Certified Partners
- 5. Saves Time**

Software
Programming
Developed by



Dear Manager of Sponsorship,

For the last decade leading sponsorship consultancy, The Sponsorship Unit, has worked with corporate sponsors and seekers of sponsorship to create successful and profitable partnerships.

The Sponsorship Unit's experience and knowledge of sponsorship processes has been developed into an easy to use software program - Sponsorcom® - designed to manage your sponsorships from administration right through to providing and reporting a return on investment, and benchmarking. Sponsorcom® provides you with access to refined sponsorship processes that will streamline internal practices and ensure a consistent approach to sponsorship is adopted throughout your organisation.

Software programming has been provided by Microsoft Certified partners, using the latest Microsoft Database Engine.

Versions have been developed for both corporate sponsors and seekers of sponsorship to provide users with the methodology and tools to create highly successful sponsorships.

Edward Geldard, General Manager

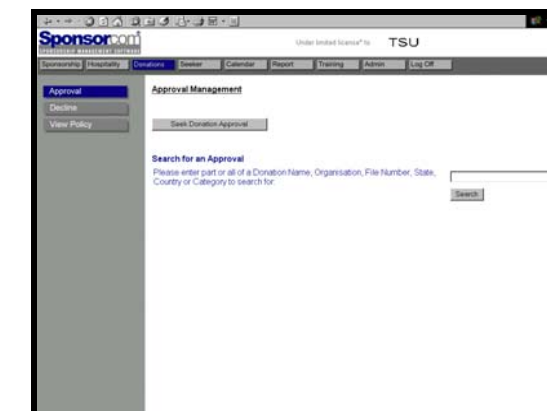
Hospitality Manager

- ✓ Database of available hospitality and online hospitality request system
- ✓ Automatic hospitality evaluation reports
- ✓ Identifies guests and what they have attended
- ✓ Automatically runs guest lists and invitations
- ✓ Email notification of ticket allocation
- ✓ Hospitality evaluation and reporting functions
- ✓ Budget transfer pricing
- ✓ Interactive hospitality calendar
- ✓ Database of people and organisation entertained



Donations Manager

- ✓ Tracks donations activity
- ✓ Customisable policy
- ✓ Interactive assessment checklist
- ✓ Automated approval process
- ✓ Electronic lodgment
- ✓ Linked files
- ✓ Automatic notifications of decisions and production of decline letters



Sponsorship & Event Manager

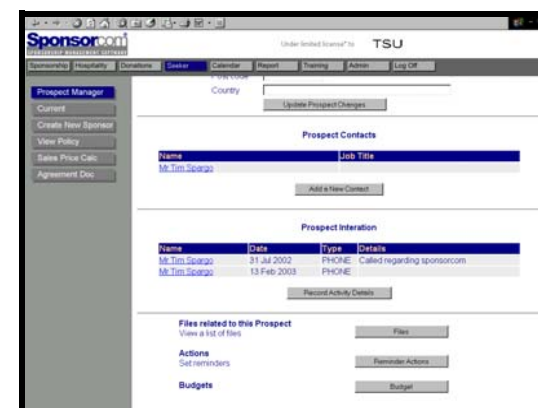
- ✓ Handles 1000's of sponsorship projects
- ✓ Builds sponsorship and event plans
- ✓ Automatically build amend and share sponsorship plans
- ✓ Evaluation and benchmarking system
- ✓ Automatic budget updates and production of budget reports Actual vs. budget comparison for easy cost control
- ✓ Automatic reminders to all relevant personnel for important dates. i.e. contract renewals, sponsorship approval advice
- ✓ Electronically link to all related documents (approvals, contracts, plans, artwork, photos & evaluations) for instant accessibility
- ✓ Inventory management of promotional material and signage

Sponsorship & Event Approval and Decline System

- ✓ Fully searchable decline and current sponsorship database
- ✓ Interactive Sponsorship assessment checklist with automated online approval process, electronic lodgement of applications, the ability to link files to individual approvals
- ✓ Allow external users to apply for sponsorship via your current company website
- ✓ Decline system includes database of declined sponsorships and a range of printable customised decline letters
- ✓ Approval system. Automatically notifies relevant personnel of decision and registers sponsorship in fully searchable "approval" database.
- ✓ Automatic notification of decisions

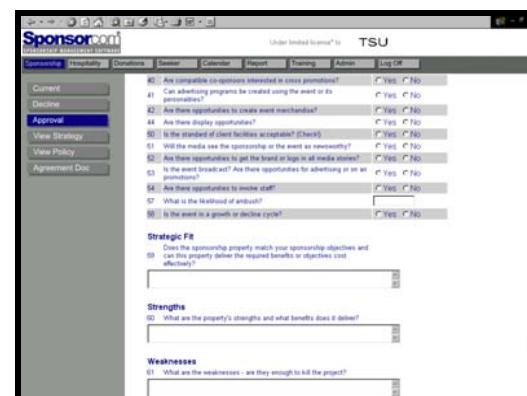
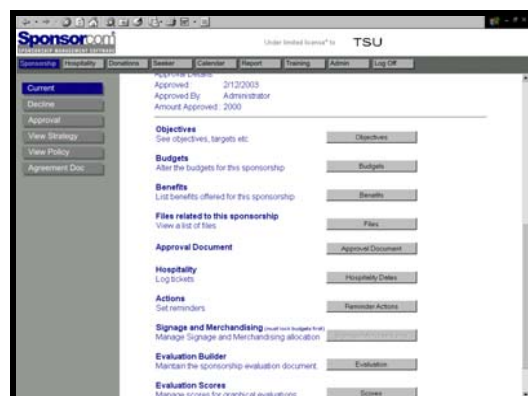
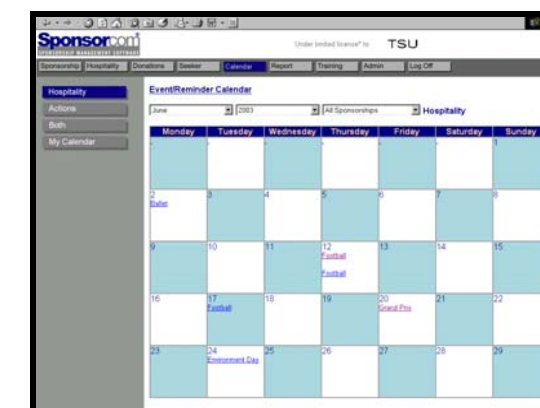
Sponsor Seeker Manager

- ✓ Prospect Manager—Shows all interaction with potential sponsors
- ✓ Sales price calculator
- ✓ Electronically link all related documents
- ✓ Ability to view current sponsor matrix
- ✓ Sponsor manager— includes plans budgets and evaluation system



Calendar

- ✓ Lists all sponsorship and hospitality events, for entire company or current user with links to relevant sponsorship and hospitality
- ✓ Calendar manages payments/dates/action items
- ✓ Automatic reminders of actions
- ✓ Interactive events calendar



Reports (Numerous)

- ✓ Reports to summarise all sponsorship, hospitality and budget activity
- ✓ Builds sponsorship post evaluation report
- ✓ Extensive benchmarking and evaluation reports
- ✓ Hospitality usage reports showing clients entertained and events attended
- ✓ Budget reports showing actual expenditure and variance by user and region
- ✓ Sponsorship reports detailing company wide sponsorship activity
- ✓ Merchandise and signage reporting features in real time

