

# QUICK TIPS

## CORPORATE FUNDING

Organizations may utilize various resources for funding fees/admissions at events, sales, membership dues, co-sponsorship with other organizations, Student Senate allocations, and contributions from outside sources like local businesses and corporations.

If a group decides to look outside the university setting for funding, they first need to develop a plan!

Before contacting possible sponsors, get a clear idea of:

- PURPOSE OF FUNDRAISING
  - Specific event/cause you're raising money/donations for
  - Date, time, and location of the event
  - Number of people involved
  - Why this is a worthwhile cause to give money to
- SPECIFIC AMOUNT & TYPE OF FUNDING/SUPPORT YOU WISH
  - Money
  - Merchandise
  - Services
  - Discounts
- BENEFITS TO SPONSORS
  - Advertising for their business
  - Increased business with discounts
- POSSIBLE SPONSORS
  - Local merchants
  - Grocery stores
  - Restaurants
  - Banks
  - Large Corporations
  - Check with the Chamber of Commerce and other merchant associations for lists of possible sponsors

Start early! There are more than 100 registered organizations and though your cause may be good, there are limited amounts of money/discounts/merchandise that vendors/corporations will give out!



## FINANCIAL SERIES

# C O R P O R A T E

## SPONSORSHIP

**TIGER  
BITS** is a publication of the Center for Student Involvement. Copies available in the CSI, lower level rm. 014, FHSU Memorial Union, Fort Hays State University 628-4664.



CSI staff offer programs and consultation in these and other areas of personal and organizational leadership.

Information adapted from the Student Organization and Leadership Development Center at The University of Kansas

# CORPORATE/BUSINESS SPONSORSHIP

The first step before contacting corporate sponsorships is to contact the FHSU Foundation. The Foundation will assist your organization in creating a timeline for contacting potential sponsors. The Foundation will also be able to give your organizations and idea of what companies are currently working with FHSU on sponsorships/donations. All sponsorships over \$25 must go through the Foundations before it can be deposited into an Activity Account. There are three (3) main ways to contact possible sponsors: in writing, by phone, or in person. Each way has its advantages and disadvantages. Sending a letter is much quicker than phone calls or personal visits if you are targeting a large number of sponsors. However, a letter can easily be thrown away, whereas sponsors must personally respond to you when you call or visit (it may even be harder for them to say "no" if you are standing in front of them.) Below are suggestions for soliciting sponsorship with the three methods.

## LETTER

Develop a letter which includes:

- Co-sponsorship Proposal \* (see below).
- Times when you will follow-up with them.
- Address and phone number of contact person to call if they have questions.
- Self addressed stamped envelope and sponsorship agreement form (form that they could fill out and return if they want to sponsor-OPTIONAL.)

Make it sound as professional as possible. You may develop a standardized letter, but try to personalize it whenever possible (i.e., Dear Mr. Brown instead of Dear Owner/Manager) and be sure to sign every letter personally.

### SAMPLE LETTER

Dear Mr. Brown:

As we look toward this country's future leaders, we can imagine the challenge they will face in the year 2007. In order to enhance leadership skills to develop those leaders of tomorrow, Fort Hays State University is planning the Seventh Annual Blueprints Student Leadership Conference, a one-day workshop designed for FHSU students. This year's conference is Saturday, November 13 and will encompass the talents and knowledge of university personnel and students.

In order to allow students the opportunity to attend without financial burden, we charge only a small registration fee and must locate additional funding to cover the expenses of the conference.

Based on your dedication to leadership, we ask that you consider becoming a sponsor of our conference. A donation of \$500 will purchase the conference notebooks and all written materials. In return for your generous support, we will include your name on all promotional materials and include your company's advertisement in the notebooks.

Attached you will find detailed information on the conference and additional sponsorship opportunities. Thank you for considering our request. We will be contacting you in one week to discuss your decision. Please don't hesitate to contact me at 628-4664 if you have questions before then.

Sincerely,

Jane Doe  
Coordinator, Blueprints Leadership Conference

## CO-SPONSORSHIP PROPOSAL

- Purpose and history of event (if project has been done before.)
- A description of the event (date, time, place, etc.)
- The amount/kind of contribution you are seeking and specifically how the money will be used (speaker, food, etc.)
- Number of people/students involved
- Cost and anticipated sources of income
- How this is a worthwhile cause
- Benefits they will receive (advertising on posters, your group will distribute the sponsor's flyers at your event, etc. Be creative. You might want to develop a benefits scale - \$200 donation will receive acknowledgement on posters, \$300 = on posters and t-shirts, \$500 = on all promotional materials and group will hand out an advertisement at the event.)
- Other sponsors already committed to project.

## PHONE/PERSONAL VISIT

Develop and memorize (if making personal visits) a script which includes all information from the Co-sponsorship Proposal\* (see left box).

When you call or visit, ask for the owner/manager first. Other employees will listen to your speech but will have to refer you.

Introduce yourself, including your organization name and office. You may want to tell them about your group's purpose, in case they have never heard of you.

Go through your script.

If other companies have already given, let them know who/how much.

If in person, give them a copy of the Co-sponsorship Proposal. If calling, offer to send them one.

Offer them more time to think about it; arrange a time for a follow-up call/visit.

If they agree to sponsor, arrange a time to pick up the donation.

Thank them for considering your request.

## THANK YOU/RECEIPT

Send a thank you to all sponsors. You may want to make it on your group's letterhead and include the specifics of the donation as some sponsors will use it as a receipt.

### SAMPLE

Dear Mr. Brown:

The Blueprints Student Leadership Conference appreciates the generous donation of \$500 from ABC, Inc. This money was used to purchase conference notebooks and all written materials for 250 students.

The conference was a great success and it would not have been possible without your generous support. Thank you for contributing to leadership development at Fort Hays State University.

Sincerely,  
Jane Doe