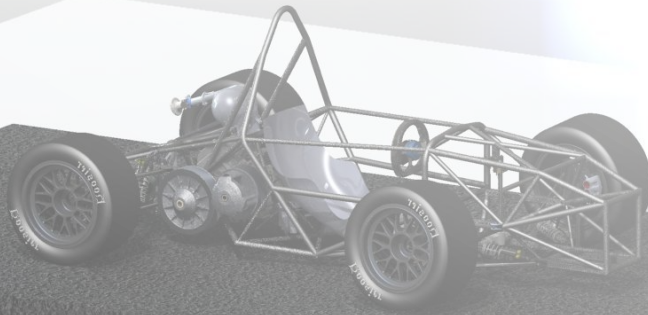


Sponsorship Overview

Adam Zemke
S3C



The Basics



The Basics

- Who?
- What?
- Where?
- How?



The Basics

- Who?
- What?
- Where?
- How?

WAIT



Mission Statement

We are a....who seeks to...
*tells who you are
and what you do*



Who are sponsors?

- In-kind
 - Raw materials
 - Parts & Components
 - Labor & Services
- Financial



What is sponsorship?

- A relationship that unites 2+ parties to satisfy individual and mutually-shared goals



Where do you obtain sponsorship?

- ANYWHERE



The **how** of sponsorship

- Be professional
- Be truthful
- *Believe* in your product



How to pursue sponsorship



How to pursue sponsorship

- Cold calling
- Electronically
- Face-to-face



How to search



How to search

- University development
- Locally-based industry
- Recruiting companies



How to research

- ⦿ Know your company
- ⦿ Know your contacts
- ⦿ Know the world



How to document

How to document

- Marketing brochure(s)
- Cover letter & proposal
- Business cards



How to attract

- Marketing
- Corporate giving
- Recruiting



How to retain

- ⦿ Do what you promised
- ⦿ Communicate
- ⦿ Spread the word



Q&A

Questions?

