INTRODUCTION to SPONSORSHIP

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The Basics

- Who?
- What?
- Where?
- How?
The Basics

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

- Cold calling
- Electronically
- Face-to-face
How to search

- University development
- Locally-based industry
- Recruiting companies
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
Summary

The four key points you must NOT forget

1. **The Mission Statement**
   - You are a team involved in an EDUCATIONAL competition

2. **Sponsorship is a Contract**
   - It is a 2 way deal

3. **Do what you promised**

4. **Communicate**
Questions?