

INTRODUCTION to SPONSORSHIP

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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

- Cold calling
- Electronically
- Face-to-face



How to search

- University development
- Locally-based industry
- Recruiting companies



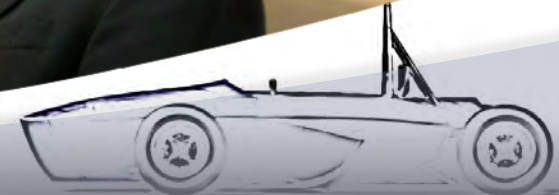
How to document

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



How to attract

- Marketing
- Corporate giving
- Recruiting



How to retain

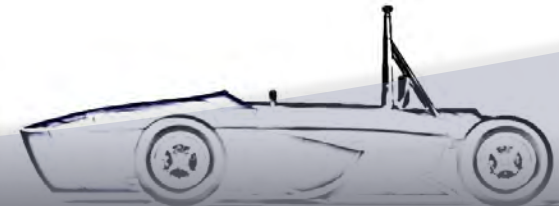
- Do what you promised
- Communicate
- Spread the word



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?





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