



## Corporate Sponsorship

One of the best ways to increase fund raising efforts is to obtain corporate sponsorship for an event, either through underwriting or direct contributions from companies. Corporations will help to fund an event if it is in their marketing plan. Are their customers likely to come to this event? Will sponsorship in an event help them attract new customers and get their name seen?

### ***How to Ask for Corporate Funding***

Plan far in advance. Most corporations plan their donation budgets six to twelve months in advance. Talk to a company as early as possible. Do not expect to get donations in a month.

Try to target a specific company who could definitely benefit from your cause rather than sending out blanket letters to everyone. By matching your cause and the company, there are better chances for a positive answer.

Learn as much about the organization you are soliciting before you actually ask for a dime. Knowledge of the company, their products and services, and their past charitable events will help see if they are the right match for you.

Address your pitch letter to the person in charge. Do NOT just write "To Whom It May Concern" or "Dear Sir/Madam." Call and obtain the person's appropriate name and title.

Put your proposal in writing. Enlist the help of your marketing and business majors to write the proposal in marketing terms.

State your cause in terms of benefits to the company. For example, a \$25 ad in an ad book or a \$25 poster that is going to be seen by 1,000 students at an event is inexpensive advertising for even small businesses.

### ***Who to Ask***

Since so many organizations are in need of the same kinds of donations and will be asking the same companies, it is a good idea to think of all the different possibilities. Your best efforts will be made with those firms and companies that primarily market their products or services to college-age students.

Some examples are:

- Businesses located around campus are good, but sometimes they are overused and get approached a great deal.
- Be creative.
- Fast food companies (ice cream, frozen yogurt, hamburgers, etc.). You may need to ask the local manager or may need to write their district office. Many local fast food chains will provide free punch and drink cups if you are having a sporting event or project to benefit a local charity.
- Real estate companies that specialize in rentals to college students.

- Beauty supply distributors. Beauty shops may get ten requests for free gift certificates, but the distributors that sell them their products may not get any requests. As for the distributor's name and address, contact them directly.
- Soft drink companies. Look for the local distributor.
- Sportswear and clothing manufacturers.
- Health clubs.
- Cosmetic companies.

### ***What to Ask For***

Product: Straight-product contributions for samples to give to participants or for door prizes. Most companies have their products in trial sizes just for this purpose.

Printing: Underwriting the cost of printing posters, flyers, or t-shirts. In return, you will put their name and logo on all printer material.

Ads for Ad Books, Calendar or Program: Sell ad space in a campus calendar or program that is given out at the event you are sponsoring. You may want to give companies who donate products or supplies and materials free ads.

At an Event: Hang ads with logos on banners or posters for a fee. This is an excellent source of income at sporting events or anywhere there is a place to hang a poster during an eve