

Sponsorship Overview

Before starting any fundraising, please check with the administration of your organization for any particulars of collecting, accounting, and distributing donated funds, etc.

What is a sponsor?

An entity that believes or supports the goals/objectives of National AFV Day Odyssey that can provide one or more of the following:

- Unrestricted funds to use at the coordinator's discretion
- Funds for a specified purpose
- Donated services
- Donated vehicles/facilities
- Donated educational material
- Other donated materials -- e.g., prizes for evaluation completion

Types of potential sponsors

- Fuel providers
- Civic organizations
- Car dealerships
- Educators
- Local, federal, state, and municipal agencies
- Environmental groups
- TV and radio stations

How funds can be used

- Unrestricted to use at the coordinator's discretion
- Sponsor facilities
- Sponsor a specific item (e.g., giveaways, tent rental, prize incentives, facilities)
- Sponsor an activity (hospitality: lunch, reception, etc., game, or speaker expenses)
- Supply a service that the company provides (e.g., limousine service provides drivers and vans for transportation; printing service provides mailing/postage; catering service supplies hospitality; newspaper supplies space for advertising)

Note: Sometimes a particular funding source (e.g., an agency) has restrictions on how funds can be used. Please check with your sponsor to clarify any such requirements.

What do sponsors receive?

- Local recognition
- Better exposure to increase sales, services, or products
- Increased contacts and reputation in community
- Generally, they may be:
 - Listed in program and/or on signage

- Listed on local Web site
- Given naming opportunities-- e.g., the XYZ Car dealer lunch
- Invited to attend event and special participation benefits
- Invited to introduce the main speaker
- Offered free attendance to event and/or free exhibit/vehicle space
- Given the opportunity to distribute product or program materials

Recruitment Points

- Make personal contact
- Be specific:
 - Have identified specific lists of needs (items, services, as well as dollars, etc.) that the organizations can sponsor.
 - Have dollar levels of local sponsorship developed
 - Clearly state your procedure for “how to give.”
 - Demonstrate how host/coordinator and event itself are credible and worthy
 - State how sponsor will benefit generally (see “What do Sponsors receive?” above) and specifically levels of giving
- Be sure to formally thank them for any interest shown (even if not contributing)
- Invite them to attend the event

Materials needed

- Solicitation letter to follow up or to send prior to making personal contacts (It is a good idea to do these individually) (see General Sponsorship Letter in Section 5 of this notebook)
- Include (briefly):
 - Description of overall reasons for and goals of the event
 - Who and how many the event will reach directly
 - Some specifics highlights of your particular event
 - What the event hopes to accomplish (outcomes/results)
 - Need and how the help is appreciated (this can be tailored to meet a specific request of a certain sponsor) Examples: transportation service, free AFV lease for a year
 - How event sponsorship may help potential sponsor (again this may be tailored to specific sponsor)
 - Others who are supporting (nationally or locally)
 - Information about how to select and make contributions (i.e., how to write the check)
 - Sponsorship levels and premiums: be specific. For examples, see Sponsorship Levels. Please alter prices and/or package contents as you need.
- Have sponsor return the sponsorship form and information about naming opportunities, specific needs, and how to select and make contributions
- Final “Thank You” letter include:
 - What their specific contribution was

- How contribution will help specifically, and recap general goal accomplishments for program
- What level of sponsorship they are
- Recap a few of the benefits for their level and general benefits of contributing
- Invite them to the event (if applicable remind them that they have free registrations and/or invite them to come and pick up their award at the appreciation award presentation)
- Acknowledge if they have offered additional support (see additional support list)
- Explain that you have included event information, and request that they use them in their newsletter or Web site to help promote the event (and show how they are supporting it)
- Thank them again for their sponsorship
- Your institution's sponsorship procedures and related forms (if any)

Note

- Always publicly announce and thank the sponsor during the event as appropriate. Sponsors love to hear their name.
- Credit NAFTC on materials