

Sponsorship

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

Types of potential sponsors

- Fuel providers
- Civic organizations
- Car dealerships
- Environmental groups
- TV and radio stations

Note: Sometimes a funding source has restrictions on how funds can be used. Please check with your sponsor to clarify any such requirements.

Recruitment Points

- Make personal contact
- Have identified specific lists of needs or levels of sponsorship
- Clearly state your procedure for how to give
- State how sponsor will benefit
- Be sure to formally thank them
- Invite them to attend the event

Materials needed

- Solicitation email or letter to follow up or to send prior to making personal contacts
 - Description of goals of the event
 - Some specific highlights of your event
 - 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
 - Others who are supporting (nationally or locally)
 - Information about how to select and make contributions
 - Sponsorship levels and premiums
- Final “Thank You” letter to send after the event.

Always publicly announce and thank the sponsor during the event as appropriate. Sponsors love to hear their name.