Event Sponsorship Toolkit

St. Baldrick's FOUNDATION | CONQUER KIDS' CANCER

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EVENT SPONSORSHIP TOOLKIT

GET SPONSORED

This Event Sponsorship Toolkit is a collection of tips, best practices and templates for improving sponsorship activity at your event.

THE TOOLKIT INCLUDES:

- A CHECKLIST to keep you on track while you're searching for sponsors. 2
- A HOW-TO GUIDE about how and who to ask for sponsorships. 3
- TALKING POINTS you can use when you speak to potential sponsors. 5
- A PROMISED BENEFITS CHECKLIST to ensure that all benefits are delivered. 6
- A SAMPLE PHONE SCRIPT you can use when reaching out to local businesses. 7
- An EVENT SPONSORSHIP COVER LETTER to invite companies to participate at your event. 8
- A SAMPLE THANK-YOU LETTER to send to sponsors after your event. 9
- An EVENT SPONSORSHIP FORM. 10

STAY ON TRACK CHECKLIST

Prior to the event

BUILD A CONTACT LIST.
Compile a list of companies that have a strong presence within your community and identify those with a commitment to philanthropic causes
(tips on page 4).

DO YOUR RESEARCH.
Learn as much as you can about the company you're interested in before you start talking to potential sponsors. You won't be stumped if they ask you questions. Be sure you are knowledgeable about the sponsor levels and benefits.

LEVERAGE PERSONAL RELATIONSHIPS.
Ask committee members for contacts they may have at companies on your list of targeted prospects and have them make an introduction for you.

MAKE SOME PHONE CALLS.
Call local business to find out if they're interested in reaching your market.

SEND SPONSORSHIP PACKET.
Once you've made your calls and have prepared a list of companies to solicit, send potential sponsors individualized sponsorship packets. Personalize every single email, packet and correspondence you send out.

MAKE YOUR CASE.
Schedule advanced time to present at a meeting or talk with a potential sponsor. When you talk or write to them, highlight how they and their community can benefit from investing in you. Use the talking points in this toolkit as a starting point.

FOLLOW UP.
Wait a few days and then call people you sent sponsorship packets to. Ask if they have received your request. Find out if they have any questions. Make sure they know where to reach you when they make a decision.

During the event

KEEP SPONSORS IN THE LOOP.
Give your sponsors updates. Make sure they know the time, location and schedule of the event.

DELIVER ON WHAT YOU PROMISE.
You can never express enough appreciation for company support with regard to your event. Make sure that all promised benefits are delivered.

After the event

SHOW IMPACT.
Schedule a follow up with your sponsors. Share pictures or videos. Show sponsors how they impacted the event.

EXPRESS THANKS.
Thank your sponsors with a handwritten thank you card (see thank you letter template on page 9). This will give you the opportunity to let them know how their participation helped achieve the success of the event.

MAINTAIN THE RELATIONSHIP.
Don't drop your sponsors after the event. Make sure sponsors see you value their support. Maintaining and building relationships will be important for the following years.

KNOW WHOM & HOW TO ASK

Now that you're ready to go out and secure sponsorships, be sure you know whom and how to ask.

Building your sponsor prospect list.

USE YOUR INNER CIRCLE TO FIND THE BEST LEADS TO POTENTIAL SPONSORS.

Ask your committee if they have any connections with local businesses. Ask if they would feel comfortable making a pitch to the business for support or providing an introduction to the decision maker. Follow up on all leads.

WORK THE GEOGRAPHIC CIRCLE YOU CAN PHYSICALLY REACH.

Walk around the immediate area of where you plan to hold your event. Contact those local businesses and set up a meeting to make a pitch and provide a sponsorship packet.

WORK YOUR OUTER CIRCLE OF INFLUENCE.

Make a list of all the midsize and large corporations in your area. Think of large employers, grocery store chains and retail outlets that are part of a larger corporation. Call those businesses and ask who handles their marketing, their charitable contributions or their sponsorships and how you should contact them.

What types of companies should I approach?

Pursue companies with a strong presence within your community. These can include:

- Corporations headquartered in the region.
- Branches of large companies.
- Local sports teams.
- Banks.
- Businesses you patronize: doctor's office, dry cleaners, stores and restaurants you frequent, etc.
- Local businesses such as sporting-goods stores, dance studios, craft stores, bowling alleys, toy stores, printing/copy shops, party supply stores, gyms, car washes, etc.

Additional revenue for your event.

You can also receive financial support by reaching out to:

- Your local community foundation and apply for a grant.
- Service organizations such as Kiwanis, Lions Clubs and Rotary Clubs look for charitable events to support in their community with sponsorships and volunteerism. Your local Chamber of Commerce website may even publish a list.
- Companies that have Employee Volunteer Grant Programs (e.g. Kohl's, Best Buy, ExxonMobil, Dell, RealNetworks, Allstate Foundation, etc.).

How to make the pitch.

When it comes to building a relationship with a corporate partner, don't leave any doubts that your event and the St. Baldrick's Foundation is the right fit. You will want to focus on five things.

1. **WELCOME**: Explain who you are and briefly introduce St. Baldrick's and the mission (present sponsorship packet if they do not already have a copy with Cover Letter).
2. **HISTORY**: Outline when your event started, the number of attendees and other unique facts about your event.
3. **PITCH**: State exactly why their company would be a good fit to sponsor your event.
4. **OFFER**: Explain what you will offer. Outline benefits and success metrics that align with the potential sponsor's business goals.
5. **DIALOGUE**: Be open to and ready for questions/ discussion on what sponsorship level they would like to commit to.

SEAL THE DEAL! Closing the loop is the final step, if you present but never actually ask, "will you make a commitment today," you haven't completed the pitch.

Tips for success.

Asking for money can be scary sometimes. Remember, you're not asking for yourself, you're asking them to invest in the fight against childhood cancer.

THE NUMBER ONE REASON PEOPLE DO NOT GIVE IS THAT THEY WERE NOT ASKED.

Remember:

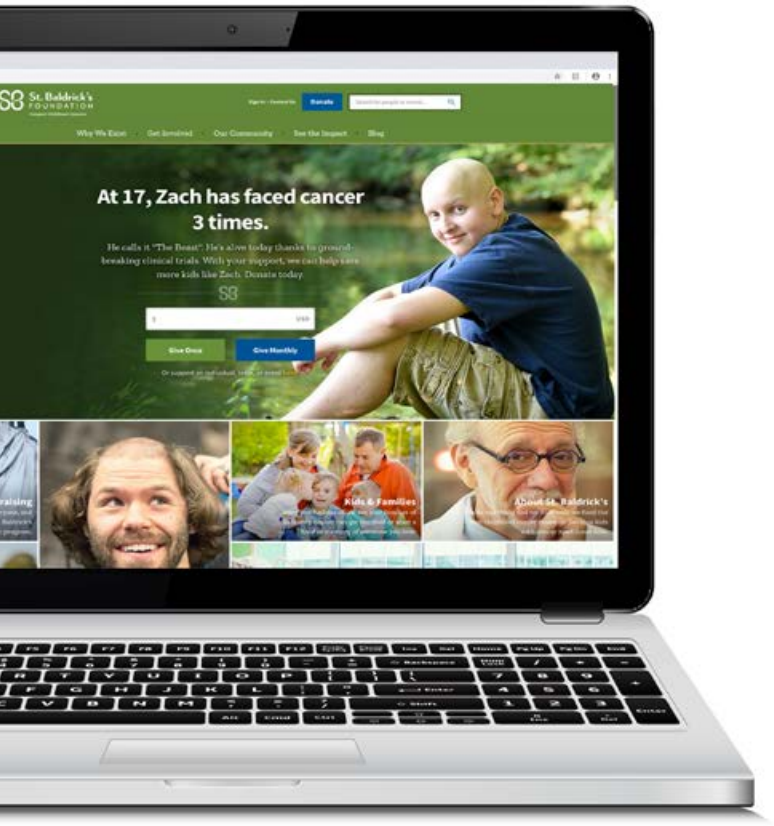
- Ask small, get small. Ask big, get big. Don't sell yourself short or shy away from asking for larger donations. You can do this!
- A "no" is not a rejection. It is OK if someone is unable to help, but make the most of your meeting by trying to leave with another lead if your potential sponsor is unable to help. Always leave with something!
- Passion for the mission matters. If you and your committee are enthusiastic about the cause it will shine through and be infectious to people around you.
- Understand your potential sponsor's motivations, whether its brand building, marketing or meeting charitable goals.
- It's important to build and maintain sponsor relationships. Not only are you representing St. Baldrick's, you also want to contact these companies again next year. Being interested in what they do, being polite and being well organized are all important.
- A company may say, "We'll discuss and get back to you later." That's fine; just make sure they have your contact information and the packet of information you give them at the beginning of the pitch and establish a date you'll reconnect.
- Keep a record of all the companies you call (even if you only call them once and leave a message) and every detail about your contact. This way you won't contact someone too often.

TALKING POINTS

Speak confidently and include these talking points in your presentation or meeting with sponsors who might be unfamiliar with the St. Baldrick's Foundation.

What is the St. Baldrick's Foundation?

The St. Baldrick's Foundation is a volunteer-powered charity committed to funding the most promising research to find cures for childhood cancers and give survivors long and healthy lives. As the largest charity funder of childhood cancer research, St. Baldrick's provides essential funding to all institutions that treat kids with cancer in the United States. Since 2005, the St. Baldrick's Foundation has awarded more than $326 million to support lifesaving research. Each year thousands of men, women and children participate in St. Baldrick's Foundation's unique fundraisers, with many of the participants collecting pledges to shave their heads in solidarity with children in treatment.



What impact does St. Baldrick's make on the community?

Children's lives are being saved today because of St. Baldrick's funded research by:

- Providing researchers with the funds to conduct lifesaving childhood cancer research.
- Developing less toxic and more curative therapies.
- Conducting high-impact clinical trials for rare disease types.
- Funding supportive care research to improve the quality of life for patients and survivors.
- Educating new pediatric oncology researchers.
- Encouraging collaboration between scientists so that ongoing research is shared between institutions locally, nationally and even across continents.

What can my organization/business expect in return from our investment?

There are many different benefits associated with becoming a sponsor. Different levels of sponsorship are available for our event, so you can choose the package that best suits your business.

- **JOIN THE MOVEMENT** to change lives and make a real impact for children with cancer!
- **GIVE BACK** to your community by helping those who need it most.
- **INCREASE** your brand exposure and elevate your corporate identity within the community.
- **STRENGTHEN** your company's reputation as a good corporate citizen to your customers, employees and local residents.

PROMISED BENEFITS CHECKLIST

Once you have a signed agreement and receive the sponsorship gift, it is vital to ensure all benefits promised to the sponsor are delivered.

Make sure the appropriate committee members are informed of their responsibilities to the sponsors. To ensure that nothing "falls through the cracks," customize the table below and distribute copies among your committee.

Sponsor's Name:

Sponsorship Level:

Gift Received On:

PERSON RESPONSIBLE FOR PROVIDING BENEFIT	DATE COMPLETED	BENEFITS PROMISED TO SPONSOR

PHONE OUTREACH SAMPLE SCRIPT

Smile! Have fun! Be upbeat, friendly, positive and polite. Remember, you are offering them an opportunity.

Script Copy:

Hello *[insert potential sponsor's name]*! My name is *[insert name]*, and I am a Volunteer Event Organizer for the St. Baldrick's Foundation for childhood cancer research. May I please speak with the owner/manager?

(If not available): May I please leave a message? (Leave a message with your contact info and ask them to return your call).

(If available): Hello, my name is [insert name], and I am a Volunteer Event Organizer for the St. Baldrick's Foundation for childhood cancer research. I know you're busy and your time is limited, but I was wondering if I might be able to have a couple minutes of your time to talk with you about possible sponsorship opportunities with St. Baldrick's. Is this a good time to talk?

(If no): Ok, when would be a convenient time to call you back?

(If yes): Thanks for taking the time to speak with me. St. Baldrick's is a volunteer-powered charity committed to funding the most promising research to find cures for childhood cancers. Each year thousands of men, women and children participate in unique fundraisers, with many of the participants collecting pledges to shave their heads in solidarity with children in treatment.

On *[date]*, we are holding a local event called *[name of event*] and are looking for potential community sponsors. Our goal is to raise [fundraising goal of event] to support important lifesaving research. We offer different sponsorship opportunities to benefit your business, while raising awareness and funds for childhood cancer research.

Are you interested in learning more about our sponsorship opportunities?

(If no): If the person declines donating at this time, ask if you may send them info about St. Baldrick's and contact them later in the year for a donation. If not, ask if they have any colleagues or belong to any business associations that might be willing to help. It is OK if someone is unable to help, but make the most of your call and try to get another lead.

(If yes): They will most likely ask you for more information or ask you to send them information. Answer their questions as thoroughly as possible. Ask if they are willing to meet you in person. Set up a time to discuss how their business can benefit from sponsoring your event. Make sure they understand St. Baldrick's mission and why they should participate. Thank them for their time and consideration and let them know you're excited to work together.

EVENT SPONSORSHIP COVER LETTER

(Date)
(Name)
(Address)
(City, State Postal Code)

I would like to invite your business to participate in our upcoming St. Baldrick's Foundation community head-shaving event, *(insert name of event)*, on *(Date)*, *(location)*.

You might be asking, why a head-shaving event?

Volunteers shave because kids with cancer often lose their hair during treatment, and shavees stand proudly bald beside them. But the true goal–to cure childhood cancer–will be accomplished because, while shaving, lifesaving childhood cancer research funds will be raised.

St. Baldrick's donors and volunteers have enabled the Foundation to fund more than $326 million in grants, allowing the Foundation to fund more in childhood cancer research grants than any organization except the U.S. government. Every grant goes through a rigorous scientific review process, ensuring every dollar has the greatest possible impact for children with cancer.

As a *(insert years of service)* volunteer of the St. Baldrick's Foundation, I know I am helping find cures for children battling cancer in our community and throughout the world.

If your business is looking to support a community event that is fun, engaging and heartfelt, you and your associates will not want to miss this opportunity. Heck, you can even sign up your company as a team and join in on the fun!

Can we count on your company's support?

Enclosed, you will find our Event Sponsorship packet, which outlines the many ways your business will be recognized.

Thank you for your consideration in helping take back childhood from cancer!

Sincerely,

(Organizer Name, contact information)

SAMPLE THANK YOU LETTER

(Date)
(Name)
(Address)
(City, State Postal Code)

Dear *(Sponsor's Name)*:

On behalf of the St. Baldrick's Foundation, I would like to thank you for sponsoring our event. Your commitment to supporting St. Baldrick's has allowed us to make an impact in the lives of those affected by childhood cancers.

With your support, *(name of event)* raised *(amount raised)*. You are an integral part of the St. Baldrick's mission to fund research that will give kids more hope for a cure and less toxic treatments. Your generosity allows us to say "yes" to more researchers and puts critically needed funds into their hands to continue their lifesaving work.

Again, thank you for being a hero in the fight to Conquer Childhood Cancers!

With gratitude,

(Organizer's Name)

Volunteer Event Organizer

EVENT SPONSORSHIP FORM

This form is to be filled in by the VEO and sent to St. Baldrick's Event Support.

Event Name: _____

Event ID #: _____

VEO: _____

Email: _____

Phone: _____

Event Coach: _____

Company Sponsor: _____

Printed exactly as you wish it to appear on materials.

Address: _____

City: _____ State: _____ Zip Code: _____

Contact: _____

Email: _____

Level of Sponsorship

☐ Hero $10,000 ☐ Champion $5,000 ☐ Advocate $2,500

☐ Star $1,000 ☐ Supporter $500 ☐ Friend $250

Payment Method

☐ Mail check ☐ Pay online at event url:

(Please ask sponsor to reference your event ID # to receive credit towards your event.)

☐ *I have discussed the terms of deliverables I am capable of providing this level of sponsorship with this sponsor.*