

GET SPONSORED

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

THE TOOLKIT INCLUDES:

- A **TIMELINE** to keep you on track prior, during and after the event. 2
- A **HOW-TO GUIDE** about how and who to ask for sponsorships. 3
- **TIPS & TALKING POINTS** you can use when you speak to potential sponsors. 4
- **PHONE OUTREACH GUIDE** you can use when reaching out to local businesses. 5
- An **EVENT SPONSORSHIP COVER LETTER** to invite companies to participate at your event. 6
- A **SAMPLE THANK-YOU LETTER** to send to sponsors after your event. 7
- An **EVENT SPONSORSHIP FORM**. 8



The Number One Reason People Do Not Give Is That They Were Not Asked.

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.

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 your sponsor levels and benefits.

LEVERAGE PERSONAL RELATIONSHIPS.

Ask committee members if they have contacts at the companies on your target prospect list and ask if they can introduce you.

MAKE SOME PHONE CALLS.

Call local business to find out if they're interested in reaching your market (tips on page 6).

SEND SPONSORSHIP PACKET.

Once you've made your calls and have prepared a list of companies to solicit, send potential sponsors individualized [sponsorship packets](#) via email or drop off in person. If you'd like custom levels and benefits please reach out to Sponsorships@stbaldricks.org.

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 will 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. 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 support contributed to the success of the event.

MAINTAIN THE RELATIONSHIP.

Don't drop your sponsors after the event. Make sure sponsors see you value them. Maintaining and building relationships will be important for annual giving.



Target the right decision maker; tailor your pitch accordingly.

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 or sports teams. Ask if they would feel comfortable making a pitch to the business/team 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 your event venue. 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.



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, "Will you make a commitment today?"

Speak confidently. Your passion and enthusiasm will motivate sponsors.

Tips for success.

- Ask small, get small. Ask big, get big. Don't sell yourself short or shy away from asking for larger donations.
- If a company says, "We'll get back to you," that's fine; just ensure they have your info and a follow-up date. Remember, a "no" isn't a rejection—aim to leave with a new lead or next step!
- Understand your potential sponsor's motivations, whether its brand building, marketing or meeting charitable goals.
- It's important to build and maintain sponsor relationships. Being interested in what they do, being polite and well organized are essential to ensuring they return and potentially increase their future support.
- Create a google or excel sheet where you can keep track of outreach efforts, sponsors, benefits and responsibilities. Use the chart below as an example to get started:

Sponsor's Name	Sponsorship Level	Gift Received On	Benefits Promised to Sponsor	Date Completed	Committee Member Responsible for Providing Benefit



*Sage,
Acute lymphoblastic leukemia (ALL)*

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.

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

Key things to consider during first round of calls:

DISCOVERY – ask questions, gather information and advice on how the company supports non-profits.

- Check google to see the slowest time for that business.
- Always ask for the name of Employee that answers the phone – will be a reference point later.
- Is the business currently partnered with a non-profit?

THE RIGHT CONTACT – seek the direct contact information for the person in charge of making decisions.

- Is that person able to speak with me today? If not best time to call back?
- Can you decide at the store level or is it decided by a regional/national manager?

ELEVATOR PITCH – practice key St. Baldrick's talking points so that you can be concise in explaining what you are raising money for.

- St. Baldrick's is the largest charity funder of childhood cancer research grants in the U.S.
- St. Baldrick's works with leading pediatric oncology experts to fund the best childhood cancer research possible.

St. Baldrick's has played a role in almost every advancement of kids' cancer research.

HOW THEY CAN HELP – make your ask is specific and share the sponsorship opportunities/benefits.

FOLLOW UP – be sure to send an email follow-up. Include the [Event Sponsorship Packet](#) and when you'll be following up.

Things to consider when making second round of calls:

- Reference back to the name of the person you spoke with last time.
- Ask to speak with the lead (use name if you know it) from the start of the call.
- Reference your previous email and the intent of the call.
- If they are busy, set up a time/date to call when it works best for them.
- Drop by in person. Putting a face to the call/email can help!



Questions? Reach out to Corporate.Partnerships@StBaldricks.org or call 888.899.BALD (2253).

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 kids' 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 \$352 million in grants, making the Foundation the largest charity funder of childhood cancer research grants in the U.S. 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 kids 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. 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 to Conquer Kids' 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 Kids' Cancer!

With gratitude,

(Organizer's Name)

Volunteer Event Organizer

Event Sponsorship Form



This form is to be filled in for recognition purposes and email to
Sponsorships@stbaldricks.org

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

\$10,000

\$5,000

\$2,500

\$1,000

\$500

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.

