



Cultivating Corporate Sponsorships: Strategies That Make Sponsors Stick

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Objectives Today

- Soliciting
- Acquiring
- Retaining Corporate Sponsorships

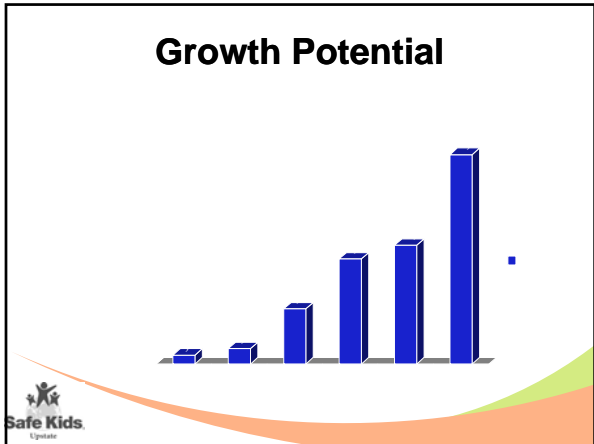



Why Corporate Sponsorships?


- Why not grants?
- Why not Foundations?

Corporate sponsorships are usually unrestricted funds, providing cash to enhance initiatives and often times corporate volunteers to work at events.





- ### \$\$ To Grow Your Program
- Increase Staff
 - Increase Number of Lives Touched
 - Increase Equipment Dissemination
 - Increase Partnership Capabilities
 - Design Program to Reflect Needs of Community – CNA
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- ### Corporate Giving
- Starts with RELATIONSHIPS
 - Continued with commitment AND following a defined methodology
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Safe Kids Update

CARES

Community Awareness & Relationships: Enhanced through Stewardship

Growing Relationships is Key

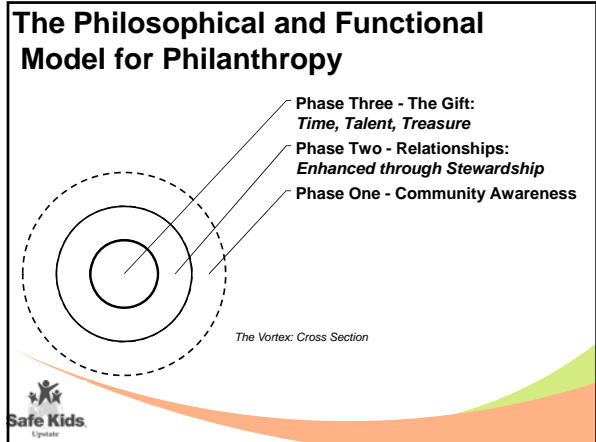
Research indicates only very satisfied customers remain loyal

Adapted from: *Putting the Service Profit Chain to Work*
Harvard Business Review, March/April 1994

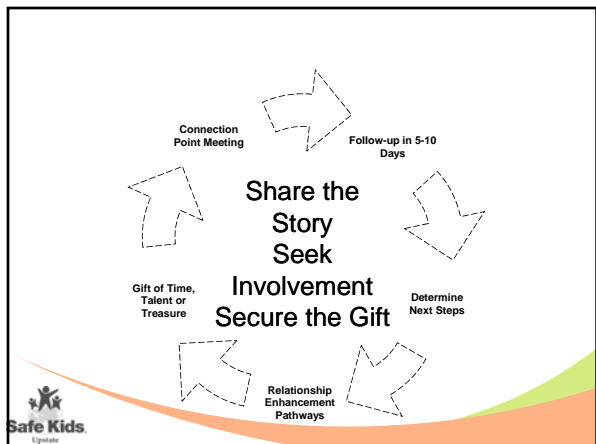
The Philanthropic Vortex*

- Increasing personal relationships
- Increasing levels of Time, Talent, Treasure
- Awareness
- Understanding
- Preference
- Advocate

* A whirl of philanthropic activity and/or energy from which it is hard to escape



- ## Examples of Touch Points
- **Handwritten/Personal Notes**
 - For gifts, gestures, etc.
 - There is hardly an inappropriate time to send a handwritten note
 - To accompany collaterals going out
 - **Personalized notes on Correspondence**
 - "Thanks Much!"
 - "Appreciate everything you do!"
 - **Phone Calls**
 - **In Service**
 - **News Clippings/ Email Links/Internal Interest**
 - **Cards**
 - Birthday, Special Occasion
 - Christmas/Holiday Cards
 - Donations
 - Honor Cards
 - **Collaterals**
 - Newsletters
 - Brochures
 - Web Sites
 - Annual Reports
 - **Milestones**
 - **Face to Face Meetings**
 - **Connection Point Meetings**
 - **Tours**
 - **Use our Influencers** (see source)
 - Medical, Nursing Leadership
 - Board Member / Volunteer
 - CEO/President
 - Development Officer
 - Senior Development Officer
 - Program Director
- Source: *What the Affluent Think about Giving to Healthcare: Five Year Study* by Bertz Whaley Flessner – Oct 2005
- Safe Kids
Uganda



Determine What You Can Offer

- Increased Awareness/Education
- Provide Resources/Events
- Change Risky Behaviors
- Track Success
- Reaching Target Audiences
- Volunteer Opportunities
- Logos on products
- Media (TV, billboards, PSA's, etc.)
- Educating employees



Our Sponsorship Levels

Presenting Sponsor: Bradshaw Automotive \$100,000

Safe Kids @ Home RE/MAX	Safe Kids @ School Michelin North America	Safe Kids @ Play For Our Children	Safe Kids On The Way Kohl's Cares for Kids	Safe Kids Online Mediasation
\$55,000	\$25,000	\$50,000	\$45,000	\$32,000



Determine Who You Want To Work With

- Blind proposals usually don't work
- Matching missions
- Who do they want to target (audience)
- Brainstorm possible opportunities
- Be creative – out of the box



Set Sponsorship Levels

- *Make sure the benefits at each level are distinct and enticing enough to encourage previous sponsors to move up a level.*
- You should base your sponsor levels on the benefits to the company. Put a price on each benefit you'll offer and add the prices in each level. This will give you an idea as to the cost of a sponsorship at each level.



Make Lots of Contacts

- *The most time-consuming-but ultimately money-saving-step: Get on the phone and pitch your initiative/event as a great marketing opportunity.*
- Call local business to find out if they're interested in reaching your market. When you begin your conversation, focus on how the company will benefit: "This is Such And Such from My Organization. I thought you might be interested in marketing your company's products/services at an upcoming event we're hosting...do you have a few seconds?"



Send Proposals

- *It's important that sponsors feel you are asking money specifically from their company, and they're not just part of a massive group.*
- Keep your letters short. As in your phone calls, concentrate on the exposure the company will receive for their money, not on how the money will help you. With large corporations, it's especially true that their marketing budgets are usually much larger than their charitable donations budget.



Follow-Up

- *Don't be afraid to call potential sponsors to find out their thoughts on sponsorship.*
- After receiving your letter, some companies will call you to say they're interested in sponsoring. Most will not. It's up to you to follow up with them about two to three weeks after sending your proposal.



Cultivate Your Relationships

- *Don't drop your sponsors once they've agreed to send you money.*
- One of the worst messages to send to a sponsor is: "I just cared about getting your money. Now that I've got it, I'm going to disappear." Make sure sponsors see that you value their support



Cultivate Pipeline

- *Perhaps people who weren't able to sponsor may be interested in attending your event.*
- As your event draws near, send invitations to some of the companies that did not sponsor. You might want to say something like, "Even though you weren't able to sponsor us this year, we hope you'll consider attending or volunteering during the event."



Give Your Sponsors Publicity

- *Publicity is why your sponsors signed on...so make sure they get it!*
- This sounds obvious, but make sure your sponsors receive everything promised. If you can give them added publicity, by way of name announcement, etc., do so. You don't want to put all the work into acquiring sponsors and then not deliver results.



Further Cultivating Sponsors

- *Don't drop your sponsors after the event.*
- Send thank-you letters to sponsors after the event. Let them know how successful the event was, how much money was raised, the final attendance count, etc. For sponsors at high levels (or, if your event was very small, for all sponsors), put together packets that showcase their publicity. Include copies of all the ads they appeared in, photos of their banners at the event, photos of people using their products at the event, etc



Spread the Message



Publish Photos, Website



Presenting Sponsors



More Sponsors

- American Services, Inc.
- Bi-Lo Charities
- BMW Manufacturing
- Bradshaw Automotive
- Cheeseburger in Paradise
- Chick Fil-A
- Children's Miracle Network
- Community 1 Federal Credit Union
- Community Foundation of Greenville
- DDSN
- Firefighters Charitable Fund
- Foothills Automotive
- General Motors
- Greenville County Schools
- Greenville Hospital System
- Children's Hospital
- Kiwanis Club
- Mediasation
- Medshore Ambulance Service
- Mestral Foundation
- Oconee Memorial Hospital
- Palmetto Ambulance
- Palmetto Prep
- Piedmont Healthcare
- Safe Kids Worldwide
- SCMA Foundation
- SEI Giving Fund
- Steadman Hawkins
- United Way



Generous corporate partners make the difference in the lives of children.