

SPONSORS

If you can successfully recruit sponsors, each event donation can go further because sponsorships help immediately offset event costs. Also sponsorships often increase community exposure, which is helpful when it is time to attract the attention of the local media and recruit volunteers. For many first time organizers, soliciting sponsorships can be an intimidating task. It may be helpful to remember the following: **Don't be too afraid to ask, remember your passion and you are supporting a great cause.**

Companies Benefit From Sponsorship! - Everyone likes to help out a great cause; however, companies are looking for a win-win relationship. Be able to articulate exactly what your event will do for the companies you seek sponsorship from before you speak with them. When speaking with companies, stay open to possible benefits you may have missed and look for opportunities to create more value. For example, companies located near your event are great prospects, especially if they sell or deal with any sort of product that correlates to your event. Beverage companies and grocery stores are great potential sponsors, especially for in-kind donations.

Be creative and have fun! - For example, if a mattress store or furniture store is right next door to your event maybe they can create a special "rest stop" for your participants as part of their sponsorship. This would certainly attract more eyes on their products, while at the same time helping further your fundraising mission! The possibilities are endless. Don't be afraid to think outside the box.

Don't Forget the Basics - In addition to pairing the mission of your potential sponsors and the activity or mission of your event, remember other general benefits exist for lending sponsorship. These benefits may include, and are not limited to the following:

- Increased exposure in the community
- Tax deductions
- Opportunities for team building and employee development

Did you know?

Less than 60% of people with ET find the few available treatment medications helpful.

