Identifying Potential Sponsors

**Part 1:**

Financial support is truly a very important thing when it comes to marketing an Idea. We are currently marketing an idea, anti-bullying, and need sponsors to help up reach our goals. You are to identify 10 potential sponsors in our community. You may not have any food retailers or general retailers as sponsors. You need to identify clubs, organizations, and associations that help or work with kids in our community. We already have 2 sponsors and are in need of at least 20 more. The current sponsors we have are CSU athletics and the Columbus Fire Association.

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| Organization/Association | Explain what their business is? |
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Know what you are selling

**Part 2:** Answer the following questions.

1. Describe the Man-Up campaign is your own words
2. Describe the different events that will be happening in detail
3. What is the Value (not monetary) a company could receive from sponsorship an event such as this?
4. What does a company get in return for their sponsorship?
5. Tell me why a company should sponsor our event.

Make the Pitch

**Part 3:** Write a 3 paragraph sells pitch (paragraphs have 7 sentences at least). It should be written as though you are speaking to a potential sponsor.

Paragraph 1: Tell who you are, where you are from, and what you are doing there. (You must be nice and polite no matter if the other person is not)

Paragraph 2: Tell about the product, the value that can be obtained from participation, what they get for their sponsorship. (you must convience them that it’s a great opportunity)

Paragraph 3: Close the deal and thank them for their time.