The tips and ideas in this document go hand-in-hand with the document **Committee Descriptions**. They are suggestions only, and are to be used as a guide to support you in setting up a successful Walk/Run. You will probably think of many more. **Have fun!**

Done correctly, corporate sponsorships can make a lot of money for your organization and build important relationships.

- **Responsible for acquiring event sponsors by presenting sponsorship opportunities.**
  1. Assemble a small committee for the sole purpose of seeking sponsorships.
  2. Identify possible sponsors.
  3. Make phone calls to find out if a company might be interested in sponsoring the Walk/Run. Pitch the event as a great marketing opportunity.
     - “This is Chris from the Society of St. Vincent de Paul. 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?
  4. When calling a company, be sure to speak to the appropriate person.
     - Talk to the owner of a small local business.
     - Talk to the marketing department or the human resources department of a medium size business.
     - Large companies usually put their budgets together annually, often in October. Send proposals months ahead of time.
  5. Develop corporate sponsor proposals and contracts. It’s important that sponsors feel you are asking for money specifically from their company, instead of from a massive group.
     - Keep letter short and focus on the exposure the company will receive for their money.
     - Include your name, address and phone number.
     - Include the date and location of the event.
     - Include the address to send checks and in-kind donations.
     - 501(c)(3) status
Include a short description of what our organization does or a one-page fact sheet or brochure.

Detail sponsor benefits at each level.

Hand-sign each letter.

Follow up with a phone call in two to three weeks.

6. Try contacting advertising and public relations agencies to see if they think any of their clients might be interested in sponsorship.

7. Establish regular communication with a sponsor once secured to keep them informed and connected. Send periodical updates on the event.

8. Send a thank-you letter that recaps the benefits at the level they’ve chosen. Make sure they receive everything they were promised.

9. 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.

10. Send large level sponsors a packet that showcases their publicity. Include copies of ads, photos of their banners at the event, photos of people using their products at the event, etc.

11. As the Walk/Run draws near, send letters to some of the companies that did not sponsor asking them to consider attending or volunteering at the Walk/Run.

 TextView

Set and coordinate sponsorship levels and benefits.

1. Have a wide range of levels so that smaller businesses as well as larger companies can find a level that suits theirs needs and budgets. Have a minimum of 4 sponsorship levels.

2. Base your sponsor levels on the benefits to the company.

3. Put a price on each benefit you’ll offer and add the prices into each level.

4. You may need to customize levels for some sponsors to meet their marketing needs, such as putting their logo on a premium item or having a booth available for them.

5. Examples of benefits you might want to consider offering.
   - Sponsor banner displayed at event
   - Sponsor name announced at event
   - Sponsor booth at event
   - Small sponsor banner or logo displayed on podium
   - Sponsor name or logo in your newsletter
   - Sponsor ad in printed program or flyer
   - Sponsor logo on your website with hyperlink
6. Develop a sponsorship agreement form for sponsors to fill out and return.

- **Work to obtain underwriting opportunities to defray expenses; in-kind sponsorships**
  1. Have someone on the sponsorship committee solicit in-kind donations by calling on local businesses. Finding businesses to donate needed items for Walk/Run day will reduce or eliminate Walk/Run day expenses. This person will work closely with the other committees to make sure they are coordinated in their requests for items.
     - Food, water, goody bag items, sound system, decorations, music, supplies, signs, banners, prizes, awards, tables, chairs, tents, booths, billboards, advertising, printing, postage, etc.

- **Optional printed program**
  1. Create a program with the event schedule, list of Conferences and/or Councils participating, letter from the President, corporate sponsors, educational materials, ways to give information and a volunteer recruitment form for next year.
  2. Program can be paid for by the selling of local company ads.
  3. Get printing of program donated.