

Sponsorship Tips from a Winning Coach

- Work very quickly. If you aren't quick you will miss your opportunity.
- Get your profile really high - this is crucial. Get on TV, radio and in the press. Then talk about this in your letter to potential sponsors - they want to know that you are quite 'savvy' and are going to make an effort to publicise their support.
- Emphasise the scale of the event. Talk about how their name would be mixing with NASA, Apple, Google, etc.
- Think about what is current? What hardships have you needed to overcome? Sponsors love a story to latch on to. I have always explained that I have mainly girls in my engineering teams and that we are a little country school taking on the UK and then the world. This year I'm also emphasising community involvement as that is very current and businesses are expected to demonstrate social responsibilities.
- Scattergun your emails but individualise them. Create a standard letter but then change it for each company. This takes a lot of work but is worth it. Don't get hung up with engineering companies. You'll be surprised who comes back. Last year we were sponsored for £2K by a national retail chain, having emailed them simply because they had a shop in Dumfries.
- Make sure the kids are seen doing something too - even a bake sale or bag packing. They need to feel they are contributing and smaller contributors in particular want to see this too. Nobody will give anything if the kids aren't seen to be deserving.
- Enlist the help of parents, friends and families - last year we quickly raised £2K simply through a fundraising website.
- Follow up with thanks and publicise their support - you may need them again.