

How to Email a Potential Sponsor

Paragraph one:

- Introduce yourself
- Introduce the team
- Explain relationship to company if any

Paragraph two:

- Highlight Past success
- Brief team history
- What are our goals as a team?
- What does robotics teach students?

Paragraph three:

- Our funds come from grants and donations
- What do we need to be successful?
- This is where a donation from your company would come in
- What specifically are we looking to put the donation towards

Paragraph four:

- Tax deductible
- Sponsor tiers
- Benefits on students

Paragraph five:

- Please review this opportunity and let me know if you have any questions
- If you would like I can come in person and present you with more information
- I am looking forward to hearing back from you.

FirstName LastName

Team Name

Here is an example email,

Hello,

My name is Katie McAnarney, I am a Sophomore at Edwardsburg High School, and a member of the Iron Giants Robotics team. Dave Kolberg shared your contact information with our team. He was a valued mentor for three years and still assists the team with advice when needed.

Our robotics team is currently preparing for our 4th competition season. In previous seasons, we have competed at State Level competitions, won the Imagery Award, and took 1st place at a Regional Competition. Our main goal this year is to qualify and attend the National Level competition. Our secondary goal is to obtain and develop a dedicated Robotics facility at EPS. This facility will provide a home base to expand our robotics program to the middle and elementary school students. The FIRST robotics programs provides children a chance to learn and compete utilizing hands on actives. In turn, this broadens the students horizons and encourages them to develop an interest in S.T.E.M. careers all while gaining real life experiences.

The school administration has provided a room in EPS Middle School (previously the woodshop room). We have obtained some of the needed equipment through donations and/or purchases. However, we are still missing a few critical pieces of equipment. We are looking to secure a key sponsor to cover the costs of cutters for our milling machine, a band saw, a lathe, and small portable aluminum welder.

This is where a generous \$5,000 tax deductible donation from CTS would support our goal and the development of local students in both S.T.E.M. and business careers. This would make CTS a Platinum level Sponsor. Please see [the](#) attached Sponsorship Tiers document for related marketing benefits.

Please review this opportunity and let me know if you have any questions or would like me to come in and provide you with a more detailed presentation. I am looking forward to hearing back from you.

Thanks,
Katie McAnarney
IG Team Member