



## Sponsorship Overview 2019-2020

### *The what, why, when, who and where of our Sponsorship-based fundraising approach:*

#### **What are sponsorship funds used for?**

- These funds cover a majority of all team costumes, competition fees, elite choreographers and various types of travel expenses (including even recreational outings). Without them, the team would have less and do less and parents would likely face significantly higher expenses at an individual level.

#### **Why the sponsorship approach?**

- Sponsorship activities do require time and effort by team members and has consistently proven to be a far more successful and efficient way to bring in necessary funds than alternative forms of fundraising like product sales, car washes, garage sales, etc. Sponsorship outreach also provides team members the ideal opportunity to personally share exciting team updates and highlights with our past, current and potential new patrons while working together to build their leadership and communication skills.

#### **When are sponsorship activities carried out?**

- Sponsorship activities for the following school year begin now during the spring season of the preceding school year. With many other area teams & organizations also relying on Tomball area businesses for sponsorships, past experience has shown that we are most successful when we begin outreach efforts before the end of the school year before the community has been saturated.

#### **Who is responsible for sponsorship-based fundraising?**

- Since these funds are so vital to our on-going operational team budget, active participation of all team members is highly encouraged, and parental support and involvement is also critical. This type of outreach with local business owners/managers/staff can be intimidating for many students who may be less extroverted or comfortable initiating conversation with adults and/or strangers, so this is a work ethic and communication growth opportunity and the learning experience will be a confidence builder for the girls and a rewarding family and team-building experience. All members benefit from this sponsorship drive and we pride ourselves on team work in all aspects of Silver Stars, not just the dancing.

# Sponsorship Outreach Stages

**2019-2020 Silver Stars Total Sponsorships Goal = \$80,000**

**(Goal at least \$1,500 - \$2,000 per team member)**

**STAGE 1 – New Members claim their business or personal contact starting today for one week and Returning Members outreach to your past businesses (no new until after this week) - May 7<sup>th</sup> – May 14<sup>th</sup> 2019**

- 1) This is a VITAL Stage to each year's successful Sponsorship efforts since team-based personal and professional networks and contacts historically make up a majority of all funds raised.
- 2) Use the Sponsor Form and Sponsor Level Descriptions and sample program ad to get commitments.
- 3) Girls are asked to provide timely updates weekly & completed sponsorship by August 1<sup>st</sup>
  - a. **\*\*\* NOTE – it is important that returning team members/families proactively reach out to all businesses and individuals that they specified on their 'business list' and allow the new members the time period of May 7<sup>th</sup> – 14<sup>th</sup> to claim their businesses that are not on the list. A list of the new members businesses will be sent out to entire team at that time. Following May 15<sup>th</sup>, please notify SSBC of any new businesses that you are seeking once you have verified, they are not assigned to returning or new members.**

**STAGE 2 – Visit IN PERSON each of your businesses or personal contacts that are not on another Star's list from May 15<sup>th</sup> - August 1<sup>st</sup> 2019**

- 1) SSBC leadership will maintain an updated master google doc that will list of all current and past Sponsors that have donated to the program and provide weekly updates on our progress so report timely and let us know if we are missing info on our sheet. **\*\* Please DO NOT approach a business that is on another Silver Stars list.**

**STAGE 3 - Email the person or business and thank them for considering & that you look forward to their support**

- 1) You will be sent a sample email to send to each of your contacts.

**STAGE 4 – Follow up calls to any business that you walked into or met with during your outreach**

- 1) Call each business and ask them if they have any more questions and that you are willing to come by again and talk or pick up a check. Please deliver all payments you received to Leslie Moseley to update the records.

**STAGE 4 - Follow-up Blitz Outreach – First week of August (if needed)**

- 1) Depending on the total Sponsorships received by August 1<sup>st</sup>, we **may need** to schedule a team-based Blitz Day for the first week of August to help reach the goal.
- 2) If necessary, this day will be coordinated with as much notice as possible to team members and parents
- 3) The groups will be responsible for visiting potential new Sponsors in their pre-assigned area as well as businesses on their pre-designated lists. With so many un-tapped new businesses in Tomball/Cypress/Spring, this will be a vital step to ensuring that our outreach efforts keep pace with our growing team's needs.

**STAGE 5 – THANK YOU's delivered to all of our sponsors**

- 1) "Thank You" materials comprised of a team picture, but please thank each of your contributors yourself also.