



1. Why do I want a company to sponsor my team?
2. What is a team sponsorship?
3. Identifying Potential Sponsors
4. Creating a Sponsorship Proposal
5. How do I ask for sponsorship?
6. What happens after our team obtains sponsorship?

Team Sponsorship Packet

How to gain sponsorship for your team

Why do I want a company to sponsor my team?

- Financial support for your team can increase team credibility, fundraising, awareness of MS, and camaraderie.
- Use cash, products, and/or services provided by sponsors to enhance your team experience and success:
 - Team branded gear: clothing, stickers, stationary
 - Kick-off or post-event parties
 - Donor appreciation
 - Team member recognition or fundraising/recruiting incentive prizes
 - Team Village décor and/or catering
 - An opportunity to partner and network with the community

What is a team sponsorship?

Sponsorship is a link between a team and a business where this relationship is mutually beneficial for the marketing needs of both parties.

Note: Sponsorship dollars are usually used for team operating expenses and given directly to the team. Since the funds are not distributed directly to the National MS Society, they are not tax-deductible.

Types of sponsorship

- Marketing Sponsorship is sponsorship that will have a direct and positive effect on the sponsor's bottom line. Primarily, this type of sponsorship promotes products and services to very specific target markets, or niche markets. (Not tax deductible)
 - Corporate Sponsorship is the provision of cash or product by a company for an independent activity not directly related to the company's normal business. Often companies sponsor in this manner to reinforce a positive public perception, to communicate to a defined target market or to build or maintain a desired image. (Not tax deductible)
-



- Philanthropic Sponsorship is a donation or a gift with the sponsor wanting little or no return. This is a tax deductible donation.

Step 1: Who do I ask to sponsor my team? - Identifying Potential Sponsors

Work with your teammates to create a target list of potential sponsors. Include the following at the top of your list:

- Friends and Family
 - Do you know someone who owns their own business?
 - What companies do your teammates, friends, and family work for?
- Businesses you Often Patronize
 - Try targeting those who could benefit from a partnership with your team.

You may be in the fortunate situation to have a close relationship with a potential sponsor where the formality of a sponsorship proposal would be considered highly unnecessary. Should you need, or choose, to pursue a more formal approach, the following information has been provided to assist you in the sponsorship solicitation process.

Step 2: Creating a Sponsorship Proposal

1. Determine your team goals, needs, and desires:
 - Fundraising goal
 - Kick-off parties, Team gatherings, Donor appreciation, fundraising events, silent auctions, etc.
 - Team Swag
 - Team Village: catering company, party supplies, etc.
2. Identify how a sponsor's support may assist in you achieving these goals.
 - Create a list of specific requests and corresponding monetary or product values.
 - For example: Your team would like 80 custom t-shirts (40 for the team and team volunteers to wear during the event weekend and an additional 40 to give to the team's top donors). Is there a local company that will donate the custom t-shirts in exchange for putting their company logo on the sleeve of your t-shirts?

After creating your team goals and wish lists, shift your focus to the sponsor's needs as you create your proposal. Ask yourself what you can do for your sponsor.

3. Creating the Proposal - The sponsorship proposal should include the following:
 - Overview - provide a summary of your team and the event in which you are participating. State the reason for your correspondence.
 - Objectives - outline the objectives of the event and your team.
 - Highlight the benefits the potential sponsor will receive by sponsoring your team
 - Walk MS draws in a crowd of over 4,000 people, and Walk MS, a statewide crowd of over 10,000, all of which could be potential clients for your sponsor.
 - Customize a benefit package for your sponsor(s), such as:
 - Donor Thank You cards will include the sponsor logos
 - Hang a sponsor's banner on your team tent





- Include sponsor logos on team jerseys/t-shirts
 - Add the company name to your team name (of course, for the right price)
-
- The investment - outline the funding amount or in-kind (product/services) support being sought (what is it going to cost the sponsor).
 - Use examples of other corporations that are involved with The National MS Society, Lone Star. It will help add credibility to your request for support.
 - Thousands of companies participate in the chapter's events
 - Invite your sponsors to network with other participants (invite them to volunteer, participate, or celebrate at Team Village), show their community support, and gain positive publicity and exposure.
 - Exclusivity – Include a statement in your proposal reassuring your sponsors that they will not be in competition with any other team sponsor
 - For example: Sports Authority and Dick's Sporting Goods
 - Servicing the sponsors' needs - outline how you will cater to the sponsor's needs. Identify a designated team member or volunteer to be point of contact for the sponsor.
 - Conclusion - summarize the proposal, identify a follow-up procedure and supply contact details.

Remember:

It should be obvious to the potential sponsor how they will benefit from the partnership with your team.

TIP:

Try tailoring the proposal to individual needs of the company being approached. Do your homework. Find out about the business you are approaching. Target market - outline who the project is aimed at or provide a membership profile. Identify how it matches the target market of the proposed sponsor or how it could increase their market share. By taking the time to tailor the proposal to a specific sponsor, a successful outcome is more likely.

Step 3: How do I ask for sponsorship? - Contacting Potential Sponsor

Once you have created your target sponsor list, team goals and wish lists, and completed the sponsorship proposal, it is time to identify which team member will be contacting the potential sponsor to request a meeting.

- Who ever has the strongest relationship with the potential sponsor should be the individual to contact that sponsor.
 - If that person is not comfortable discussing sponsorship or asking for support, have him/her introduce the team's sponsorship organizer to the potential sponsor.
 - An in-person request for support is generally more effective than an e-mail or letter.
 - Ask about their goals and needs as a business. How can you customize your sponsorship request to better meet these needs?
 - Although your sponsorship proposal states specific requests or options, remain flexible.
-



Don't forget:

If people know and understand what you do, then they are more likely to listen and give the support required. Therefore, it is important to have a general understanding of MS and how donations are used to serve the Texas community affected by this disease.

Quick Facts

Approximately 90% of all event participants are members of a team.

Walk MS Team members raise approximately 75% of the Chapter's annual budget!

Step 4: What happens after our team obtains sponsorship?

Pre-Event

- o Obtain any company banners, printed materials, business cards, etc.
- o If they will be joining you in Team Village, but not participating in the event, send them day-of-event details: location and directions, what to bring, what to wear, and what to expect.
- o Communicate with your sponsors and follow-through with your commitments
 - Ask them how much involvement they are interested in having as a team sponsor
 - Would they like to participate in the event as a team member or volunteer?
 - Would they enjoy monthly team status updates?
 - Are they interested in becoming more involved in the Society's other happenings?

Event Weekend

Take photos of any items which include your team sponsor logos

Post-Event

Within 4-weeks following the event, send the company a thank you letter and a summary of your team's experience participating in the event.

Include images you captured during the event to illustrate the visibility your sponsor obtained through supporting your team

- o Set expectations – Requests for sponsorship will occur until MS stands for mystery solved
 - Find out when you will need to submit your proposal for the following year
 - Ask how you can better serve/promote their business the following year
- o Holiday greetings – Stay connected.
 - This is also a great time to include a few sentences about the impact their support had on The National MS Society's accomplishments during the year.

TIP:

Show your appreciation!

Word-of-mouth marketing is a powerful tool - praise your sponsors in public when appropriate

Be a patron of your sponsors' companies when you need a product or service they can provide

How many sponsors will you seek for your team?

Comments or questions about team sponsorship?
Contact us at 504-322-3790. Our door is always open.

