**Walk, Run, Ride Manual**

**Teen Challenge USA**

**Introduction**

Thank you for your interest in hosting a 5K/10K run/walk and/or biking event from your Teen Challenge location. We believe that this event will help raise money for your ministry and awareness about Teen Challenge within your community. This playbook is set up to help you and to provide suggestions for you as you host this event. It will highlight considerations in hosting an event like this one and will break down the suggestions at intervals leading up to the event as well as the day of the event, and afterwards. We also are including some forms in the appendix that you may find helpful. We will share about planning for a run and ride separately from each other. First, let’s look at planning for a run, whether a **Timed Race** or **Fun Run**.

**Before you Begin**

A fundraiser like this can be very rewarding, but it also takes a lot of work. We recommend forming a committee of individuals who can meet together regularly and work as a team to pull this off. That way everyone is clear about their area of responsibility, what others are responsible for, and areas of overlap where coordination may be necessary. We recommend at least seven individuals to head up the different areas of the event: course coordinator, registration, food/beverage/product set up, sponsorship, advertising, child care/activities, and the finish line/results. More people may be necessary depending on the size of the event and the community.

We recommend contacting Jeff Matlow with **imATHLETE** or **Races Online** for help in setting up registration and organizing this event.

Jeff Matlow  
imATHLETE  
877.462.7979 x102 (o)  
424.272.1701 (c/t)

[www.facebook.com/IAmAthlete](http://www.facebook.com/IAmAthlete)  
[www.twitter.com/IAmAthlete](http://www.twitter.com/IAmAthlete)

Races Online: www.racesonline.com

**Selecting the Committee**

You may already have in mind individuals that would be excellent at organizing something like this. If so, terrific! If not, here are a few helpful suggestions in choosing individuals:

1. Make sure they understand up front exactly what sort of commitment is expected of them. They especially will need to know what tasks they may be expected to perform, how often the committee will be expected to meet, and the time frame of planning this event.
2. Select individuals with proven skills and talents in the areas where they might lead others. For instance, it might be wise to make sure that whoever heads up registration either has done something similar in the past or already has experience organizing events and activities. Whoever heads up the actual race course, should know something about running a 5K and what concerns a runner might have in selecting a course.
3. Choose people who work well with others. An event like this should put your Teen Challenge Center in a positive light in the community, but nothing can detract from that faster than having uncooperative leadership that doesn’t work as a team. It may be better to choose individuals with less experience but a team-mindset, than to choose someone with plenty of experience but a cocky, selfish attitude about the event.

**THE COMMITTEE MEMBERS AND THEIR TASKS**

Each person on the committee will be responsible for their part of the event. Eventually, each of the committee members can oversee teams. Here is a brief description of what you may want to have in mind when we refer to the committee members.

**Course Coordinator:** Race course location and description should be made with strategic planning. Local city regulations (which will vary by city) will guide the course coordinator to which mandatory permits and permissions must be obtained before prepping and hosting said race. Overall permissions must be granted along with supplemental permits for the event. In addition, all waivers and forms must be completed per the hosting city requirements. The course needs to be made as safe as possible for all involved however additional waivers may be needed by city officials.

It will be the responsibility of the race coordinators to make the race course safe and secure by closing or monitoring specific roads and hazards throughout the course. This can be done internally with racing staff / volunteers or with local / county police departments.

If working with law enforcement the race coordinator will need to make contact with a police representative to ensure adequate coverage and also pricing for the use of police officers, barricades, etc. After this, meetings will need to be set to go over logistics with the responsible parties in the police department.

If the racing staff themselves will handle road monitoring then strategic placement is even more important as visibility of volunteers will be less than patrol cars. Look for heavy traffic areas, major road crossings, and any other place where unusual activity or threats may be present. Mental “dry runs” need to be done after logistical placement of course personnel is complete. This is to look for as many problems as possible along the course before race day.

**Registration:** Depending on the size of your event, you may want two individuals in charge of registration. Registration personnel will make sure that people become properly registered. They also will keep track of any mail-in registration. If you are doing an incentive, they will be responsible for keeping that organized. If you are using registration software, you can utilize the services with that to help in creating name badges and other materials for runners.

**Food/Beverage/Product Set Up:** The committee personnel may also be responsible to find sponsors for food/drink. It depends on how much they already have to do and how much the person in charge of sponsorship has on their plate. In any case, they will want to work closely with the person obtaining sponsorships because it will be important for them to know who is providing snacks, drinks, etc. They will want to keep track of where things will be set up, how many sponsors will be giving out food/drinks/promotional products, and when they will be doing so. They also will need to keep in mind what needed items (if any) are not being donated and how much it costs to obtain them. On the day of the event, they will be responsible for telling people where they can and cannot set up. When the event area is set up, it will be necessary to assign vendor table areas so each vendor knows where to set up.

**Sponsorship:** Sponsor support may be a significant addition to any event. Agreed upon sponsor promotions should be made throughout the race course along with start, finish, and awards areas for maximum effectiveness.The committee personnel will be responsible for contacting sponsors for the event. We have provided information on this process in this notebook. It will be a lot of making calls, meeting with people, and working to promote the event in a positive light. In actuality, there is a lot of overlap between the sponsorship aspect of the event and other areas like food/beverage/product set up. So, communication will be important.

**Advertising:** The committee personnel will be responsible for promoting the event. This includes the social media aspect of things, TV, radio announcements, newspaper ads, fliers, and any press releases that are put out for the event.

**Child Care/Kids’ Corner:** This person heads up the activities for children, such as the bounce house, give-a-ways, and any other activities that can be present for kids. Other activities you may wish to consider include: puppet shows, face painting, clowns, balloons, and carnival games.

**Finish line and results:** It is recommended that you work with any clubs in your area that have sponsored events like this before. They can significantly help when it comes to the finish line. The timing aspect of things can be complicated and accuracy will be very important to your runners. Also, local sporting equipment shops can sometimes offer assistance. In any case, the person responsible for the finish line and results will need to coordinate timing, any prizes associated with the race, and making sure the finish line is handled smoothly.

It is recommended that the committee members be communicating among themselves and with their volunteer teams (when they have them) frequently prior to the event. We recommend monthly meetings between committee members and their volunteers and then committee meetings at least at the intervals described in this manual. Clear communication is crucial to pulling off an event like this one.

**Planning Your Event**

**Here are some Other Suggestions/Things to be thinking About as You Plan Your Event...**

***What Kind of Event Will You Have?***

There are two kinds of events when you consider a run. It can be a **Timed Event** or a **Fun Run**. The timed event usually brings out more runners since they want to work on their speed for future events and a timed event goes into their official books.

If no one involved has experience with this kind of event, the 5K idea is probably the right place to start - maybe a combined 5k/10k event... half marathons and marathons take exponentially more resources/volunteer support and professional management to pull off well.

***Use Your Existing Resources***

Do a Google search for race timing companies in your area (and/or go to a few local 10K/5K races and talk to the people who are timing the races). Many of these companies are small (1-2 people) operations with LOTS of experience. You also should contact local clubs in your area. These individuals can help you organize your race and especially can help with highly technical tasks like managing the finish line.

***Plan Your Course Location***

Try to think far in advance of your planned race date about the venue... where will your event be held and what will be the course map?

***Check Local Calendars***

For best success, check the race calendars from the past few years in your area to see what other races are already established around the time you want to hold your event. If there are other big events on the same day, you are limiting your audience since many runners will likely go to the established event instead of yours.

***Consider Your Options***

For a 5K event, especially a fundraising event, consider making the event a 5k run/walk. As long as the runners are allowed to take off a little bit before the walkers (a few second - maybe 30 seconds) they don't really mind the combined event, and that makes it much more family friendly and will allow you to sign up more participants (and therefore raise more money).

***Consider Your Expenses***

The major areas of expense that you should consider are:

* T-Shirts. Most folks expect a t-shirt for their entry fee. This is also a good way to get sponsorship money, and raise awareness of your ministry.
* Insurance (if necessary as an additional policy - check with your insurance company)
* Port-a-potties (if necessary... depending on size of the race and the venue, there might be adequate bathroom facilities already. Fortunately, this is an expense that is fairly easy to scale up closer to race day if you end up with a lot of registrants).
* Cost of EMS/Police coverage. If you are on open roads and/or need to close roads, you will need some police presence along the course and there is often a cost associated. Similarly, most insurance policies are going to require you to have Emergency Medical personnel on standby at the race... also with some cost.
* Water/refreshments - adequate water and refreshments for before and after the race are essential and expected by runners. For a 5K, usually only one on-course water station is really required. For a 10K at least 2-3 are needed. But also, don't forget the before/after race water available at your start/finish.
* Race registration fees. One of the reasons that races are becoming so popular is that online registration services take a lot of the administrative work out of the day-to-day realm and handle the registration/billing for you... but they do take a cut for their services. We already mentioned the services of Jeff Matlow or Races Online. Again, either of these would be helpful to you.

Again, you can search for running/walking events in your area by going to Active.com and click on their 5K or 10K or other events that are registered in your area around your September date for your event.

***Raising Money***

There are two major ways that you raise money with an event like this: entry fees and sponsorships.

Whatever the combination of funds you get, a good goal is to have the sponsorships cover the costs (or nearly so) so that the revenue generated by the entry fees is almost entirely available as the funds you raise from the event.

Sponsors can receive a mention on the race t-shirt, or mentions on on-course signage, or for a big enough fee (if the size of the event warrants it) can be the naming sponsor of the event. But, since this is a Teen Challenge event, don't forget the possibility of having individuals or families be sponsors as well... for a simple name on the t-shirt at a low sponsorship level. We’ll talk more later about sponsorship fee suggestions.

**PLANNING A RUN**

***Sponsorship Options***

The costs of a 5K vary from region to region because of different laws, fees, etc. but generally a 5K costs $5,000-$10,000. This makes sponsorship and donations extremely important, so this event makes money. We recommend offering several possible sponsorship options when you speak with sponsors:

Primary Sponsorship: $1,000-$5,000—Very visible signage all throughout the

day and promotion in materials

Kids Fun Corner Sponsorship: $500-$999—Company promoted as the official “Kids Fun Corner” Sponsor. You can promote business with banners, decorations, give-a-ways, and kids’ goodie bags. This is where your volunteers take care of children while the parent(s) may be running. Some companies have bounce houses they will set up for advertising their products.

Halfway sponsor: $500-$999—Business promoted as halfway sponsor at midpoint of the walk where walkers stop and rest and/or snack. May promote company with banners, give-a-ways, decorations, etc.

Start/Finish sponsor: $500-$999—Company receives exposure at the registration site and the start/finish line. Sponsor also hosts hospitality tent at post-walk festivities where they may promote business with banners, give-a-ways, literature, etc.

Directional Arrow Sponsor: Company name is printed on all route markers or directional arrows that will mark the walk route: $500-$999

Miles Countdown Sponsorship: Purchase kilometer/mile markers and have on their “XX Kilometers to Go! Sponsored by X Company”: $100-$499

Food Sponsor: You could have one restaurant agree to provide the food for your after the race meal. This could be a breakfast, or lunch meal. The cost of sponsorship would be their products and paper products they use in distributing their food. Corner Bakery, Krispy Kreme, Papa Johns, or a local restaurants may be good opportunities for businesses to be involved.

Drink Sponsor: You could also have a water company, or soda beverage company supply you water and soft drinks (or ice tea/coffee) for your event. The cost for their sponsorship will be in the products they provide. Nestle water, Wal-mart Water, Coca Cola, etc. might be options for your refreshments.

**6 Essential Steps to Create a Winning Sponsorship Proposal**

One of the fundamental keys to getting sponsored is your ability to [**create a winning sponsorship proposal**](#CreateSuccessfulSponsorshipProposal). It’s an important document in the process of going from sponsorship seeker to marketing partner. It can literally make or break the deal. We say marketing partner because some companies will want to use your event to promote their product and this can be a good thing for you in future events.

Creating an effective sponsorship proposal is probably one of the most asked for yet misunderstood facets of the whole sponsorship process. To summarize, there are **6 essential steps to create a winning sponsorship proposal**.

It’s easy to follow, methodical and will greatly improve your chances of getting sponsored. And to help organize your ideas there is a “[Sponsorship Proposal Worksheet](#SponsorshipWorksheet)” in your Appendix for you to use. This was developed by *Practical Sponsorship Ideas* (England) and we think it will serve you well.

So let’s get started…

***Step 1 - Understand what you have to offer a sponsor***

Before you can approach a potential sponsor with a proposal, you must **understand what you have to offer**. This will help you clarify what types of organizations to target.

Understanding what you have to offer can be broken down into four areas:

1. **The Teen Challenge ministry and programs** - What can you bring to the table that will be of value to the sponsor? This could include your web site, public service efforts, exposure to civic, school, and church groups, a newsletter, etc.
2. **Your target audience** – Do you have a good grasp of who your target audience is (the runners) and how they overlap with the sponsor's target audience? Take the time to get to know your audience and what it is about them that will appeal to a sponsor. Suggestions: you are local, visible in the community, have a great reputation with law enforcement, civic leaders, churches, etc. and relate that back to your sponsor's added exposure and good will in the community.
3. **Unique marketing initiatives** – What can you offer that puts you ahead of alternative marketing channels a sponsor could use? To get some ideas have a look the [Generic Inventory](#GenericInventory) in your Appendix which was developed by Kim Skildum-Reid of Power Sponsorship, and see how you can customize a few of these and create something unique.
4. **Outcomes and value for the sponsor** – Given the above, how can you improve a sponsor's business by partnering with you? Increased sales, loyal fans and distributors, staff morale? You get the idea.

***Step 2 – Research your potential sponsors***

Once you understand what it is you have to offer it's time to **research your potential sponsors**.

This step is vital, so look in your Appendix for the paper: [5 Steps for Finding the Perfect Sponsor](#FiveSteps).

**The process:**

1. Create a wish list of sponsors
2. Research each of the sponsors
3. Record the details of what you have learned this company does and how it relates to Teen Challenge.
4. Perform a reality check by asking yourself if each sponsor candidate really has something in common with your ministry.

At the end of the process you may have a list of say 20 to 30 sponsors who fit the bill.

***Step 3 – Contact the person who can say yes to your sponsorship******proposal***

With a list of compatible sponsors it's time to contact the person who can say yes to your sponsorship proposal.

Lots of people can say no and only a very few can say yes. It's in your best interests to go straight to the source and not waste your time with people who don't have the authority to approve your proposal.

Listed below are some of the techniques you can use to reach the right person

1. Cold calling

Cold calling is the least effective method to contact a sponsor, but it also requires the least investment on your part.

If you don't know the sponsor at all, but you want them as a sponsor, you may have to resort to a cold call.

The aim is to develop some rapport with the sponsor so you can shift from the cold call to a position where they will discuss their objectives. In the Appendix there is a sheet for you to follow, called: [A Great Way to Cold Call a Potential Sponsor.](#ColdCallSponsor)

2. Stuffed Envelope package and follow-up (this process is a little better than a cold call, but still isn't the best way to gain support from your targeted sponsor list.)

If a sponsor is out of the area, you may need to do this to reach your potential sponsor.

During the research process, if you've highlighted a number of sponsors who are a really good fit with what you have to offer, **sending a stuffed mail package before your cold call may be effective in breaking the ice, but it is your choice on calling the prospective sponsor first, then sending them your package, or sending the package and following up with a phone call**.

With electronic communications and email the norm these days, it's fun to receive a package in the mail that's not junk or a bill. And when it's "lumpy," there's an extra incentive to open it and find out what's inside. It also demonstrates that you've been doing your research and when they read what's inside, they will understand why sponsoring your event is a good decision.

So what clever package mail ideas can you think of? Here are a couple:

* A “before and after” photo of a few students with the wording, "From Burden to Society to Community Leader," and add a Teen Challenge wrist band, a brochure on your center and one of your “best results" newsletters along with a cover letter introducing yourself and the reason for the package. If the companies have a logo, t-shirt, or something that can be taken with a student wearing it, or displaying it, add that to your package with the message, "We carry a positive story for your product," (or something else you feel is more creative.)
* A t-shirt that says, "Alone No More" with a subheading, "Free to Serve" ... Or use the new "Race for Recovery" t-shirt with the other materials you add to your package.

Obviously this option is more expensive than cold calling alone. Limit your mailing packages to say your top 10 hot sponsorship prospects that are out of your area. But, you can keep this package for those you visit as well.

If you mail a package, make sure you follow-up with a call a few days later. If they have an interest, your package will be an added benefit for them as you grow your relationship. Even if they eventually say, "No," your package will be remembered when you approach them the next year.

**Networking with potential sponsors**

Good old fashioned networking. It's a great way to build your support base and to identify potential sponsors and donors.

Networking is all about making direct connections with your prospective sponsors. If you've done the research it shouldn't be too difficult to find appropriate networking opportunities.

For example:

* Local, national and international chambers of commerce
* Churches/pastors friendly to the ministry
* Industry associations
* Sporting associations
* Schools
* Conferences
* Teen Challenge alumni
* Networking groups
* Online networking – specifically [LinkedIn](http://www.linkedin.com/)
* Board members
* Advisory boards
* Ladies auxiliary for referrals
* Etc.

**Word of mouth referrals**

The best way to sponsorship proposal success; a sponsor's trusted advisor **refers you directly as a sponsorship opportunity worth investigating**.

First, you've got to develop relationships with the facilitators and leaders in your community; people who have established connections with the upper management, or owners, of your prospective sponsors.

This comes about from natural networking and **building relationships based on trust and mutual interests**. At the end of the day it's not all about business or a means to an end. It's about genuine interaction and real relationships.

Think about all the things you enjoy doing and the places where you can meet with these facilitators and leaders.

* Do you enjoy golf for instance? Plenty of mutually beneficial relationships are built over a few rounds of golf.
* What about becoming a member of the Lions Club, Kiwanis Club, Elks, etc. These groups have people who are service oriented and community focused.
* How about volunteering some of your time, or involve your students in a community project. Business leaders like to help those who are helping their community, and you also meet other volunteer oriented people who have connections in the community.

**Word of mouth referrals are by far the most effective** but are also the most time consuming. Choose activities you enjoy and build natural relationships with people; and as a side-effect you may just get your foot in the door with a major sponsor.

***Step 4 - Develop a trusting relationship with the sponsor***

Having connected with the sponsorship decision maker it's your job to **develop a relationship where they can trust you and minimize any perceived risks**.

This process will be longer or shorter based on how you connected with the sponsor initially; longer from a cold call and shorter by a word of mouth referral.

**Tips for developing trust:**

* Don't push too hard in selling the idea
* Listen to what they have to say
* Demonstrate you've done the research
* Make good use of your established brand to reinforce your professionalism
* Provide referrals and testimonials when asked (note: don't burn your bridges)
* Prepare marketing material that emphasizes benefits and value to the sponsor
* Have a history that illustrates you'll be around for the long haul

***Step 5 – Deliver the sponsorship proposal and follow-up***

Almost there...

Now go back to what has been said and re-read your proposal. If everything looks good it's time to think about how to deliver it. You could use Word and send it by email. This isn't very exciting, and should be your last resort, since developing your relationship with the sponsoring company needs a personal touch most of the time.

So, if you don't have the time to do it yourself, but want to create your sponsorship proposal on a budget then there is a guide in your Appendix called: [4 tools you need to create your own successful sponsorship proposal on a budget.](#CreateSuccessfulSponsorshipProposal)

Most of the sponsors you will be seeking will be local to your center, so creating your proposal and taking it to their office will be the simplest. If you want to add graphics, photos, etc. use the same software you are already using for your newsletters.

If you can't take it to a potential sponsor, then put it in the mail. Send 2 copies to the sponsor and keep 1 copy for yourself. It will help you remember what you asked the sponsor to do.

And you're done...exhale and relax. A few days later try to visit with the sponsor. If that isn't possible, call the sponsor and get their feedback on the proposal. Hopefully you'll get the nod and you can get working on the finer details of adding their company name, banner, handouts, etc. If there are some legal items they wish to discuss, then listen to them and decide your next steps.

If the sponsor requests changes, review them in context and adjust your sponsorship pricing accordingly. At this point I think it is fine to send the revision in an email, if you can't visit with them.

But if things don't go quite to plan and your sponsorship proposal is rejected, make sure you find out why, learn from the experience and endeavor to maintain contact with the sponsor. The situation may change in the future and the last thing you want to do is burn your bridges. Finally, always send a confirmation letter as acknowledgement for their sponsorship or rejection.

**What the Planning Committee Does**

**Nine-Months Out**

The committee should meet together to pray and strategize. Several very important decisions will need to be made here, so that there will be enough time to secure needed permission from the city and put things together in a way that makes sense. These are highlighted below:

***What day will the event take place on?***

September is ***National Recovery Month***, so we recommend doing it then, but the date is up to you. We recommend scheduling it around existing community events, as much as possible. It is unlikely that you’ll be able to find any day where nothing is happening but if a major community event is taking place the day you want to host the event, you may want to rethink the day. That way you have an opportunity for better turn out.

***Where will the event take place?***

You will need to obtain permission from the city & reserve the location as soon as possible, if the event is to take place at a public place, such as a park with a track. Someone should call the city to find out if the date desired for the event will work with the city. They also will want to be sure to ask if there are any legal forms that the city requires be submitted for this event.

If the event does not take place at a park and actual city streets will be used, the route will need to be planned carefully and permission will need to be granted from the city to use those roads on the day of the event. For safety, they will need to be shut down that day during the time of the event. This will likely require filing for a permit and/or submitting other legal documentation.

***For a Timed Race***

If this is going to be a timed race (which will bring out more runners), it may be necessary to obtain race insurance from USA Track and Field (check with your existing insurance company first to make sure this is needed). It is possible to apply to have the event sanctioned by the USATF which would provide race liability insurance. Otherwise, this will need to be obtained as soon as possible. It can take as long as three months to obtain insurance and it costs about $500.00. It is important to do the research at this point to find out if it is required in the area where the race will be held and if sponsors could help with offsetting this cost.

***Registration***

The largest part of the registration can be handled through Jeff Matlow and **imATHLETE** or [**www.racesonline.com**](http://www.racesonline.com). You will want to make a decision on which of these you will use or if you want to go another direction.

***Donations***

Donations can substantially cut costs for the event. Sometimes sponsors are willing to provide food for the event. Other times, companies can be contacted to contribute door prizes, goodie bags, and other items to add to the excitement. These should be contacted 5-9 months before the event, so they have plenty of time to make a decision about whether or not they wish to help.

***Sponsorship***

We recommend beginning seeking out sponsors as soon as possible. However, before contacting them you need to find out what banners and signage you want at your event, how much it will cost to have these created, and how much space will be on each of the banners and signs for sponsors. Our other suggestions for this are found in the earlier part of the notebook and in the appendix. Don’t forget to consider parking needs for the participants and sponsors who might be bringing in large vehicles.

**Six Months Out**

When the committee meets together to pray and work several things should be in place:

1) The date and location of the event should be secured through the city and necessary forms in that process should be turned in.

2) The distance of the race/races should be established: 5K/10K

3) If this will be a timed race and racing insurance will be required in the area the Teen Challenge is located, the process for obtaining that should be in full swing.

4) It should be decided whether or not registration software will be used. If so, it should be scheduled to be leased for the event timetable dates, so that runners can begin registering with it shortly. (Maybe four months ahead of the race)

5) Some donations should be in place and more obtained as the race comes closer.

6) Some sponsors could be secured and the process should be in place for their logo/advertisement to be present on the T-shirt or at the event. All sponsors who are to be placed on your t-shirt should be secured within the timeframe of your t-shirt printing company deadlines.

**What Happens Now: Three to Five months Out**

At this point, the committee needs to make a few more decisions and contact a few more individuals. Always begin with a time of prayer and then handle the following items:

***Team Captains***

Team Captains should be selected. This helps add to event participation. Someone in the community with multiple friends can be selected as a Captain and given the responsibility to help his or her team raise $1,000. If each team consists of ten people, basically each person on the team needs to come up with $100 or more in sponsorship help. They may suggest each friend sponsor them for “X” cents/dollars per kilometer.

***Kids’ Corner***

Five months out a decision needs to be made about the Kids’ Corner. Is there a sponsor covering the cost of a bounce house and/or contributing goodie bags? How about other activities like face painting, clowns, carnival games, etc.? Will there be enough volunteers to run those activities? It probably will be wise to ask participants to indicate during their registration how many children they will have with them on the day of the race. That way, plans can be made, so that you have enough volunteers and activities for everyone.

All Kids’ Corner volunteers should receive a background check, so that Teen Challenge knows that they can legally work with children and don’t have a history of abusive behavior. It will be very important that all kids’ corner volunteers receive screening because it would be easy for a sexual predator to target an event like this as an opportunity to harm some kids. The Kids’ Corner area should be set up, so that there is limited access to it. That way, unscreened individuals cannot walk in and out easily with a child that is not theirs. Plans should be made ahead of time to ensure that the area is secure. A simple armband with a name or number might help identify parents with children, or some other type of coding might be used. You will want to make sure you also have a system in place in case a wrist band is lost.

***Registration Form***

The registration information and form needs to be created and ready for use. We have supplied some samples of these in the appendix, or if you would rather come up with your own, that would be fine, too. People should be able to pre-register for the event at least four months prior. You also will want to decide at this point, if on-site registration will be allowed on the day of the event. If not, this will need to be clearly communicated in the information handed out. We recommend you accept all registrations and their fees up to the time of the event. The cost for on-site registration may be higher, if you wish.

***Volunteers***

Volunteers should be recruited. It is at this point that other individuals should be recruited to help offset costs. These will especially be needed to assist with: security (if the police will not be providing this), registration on-site, food/beverage/product set up, the course itself and any halfway stops provided with that, clean up, and advertising.

***Registration Fee***

How much the registration fee will be and if an early bird discount will be provided. Most races charge $35 for timed events, but the fee is really up to you. We recommend letting runners know up front that this fee is non-refundable. That way, if a runner fails to show up for the event, they won’t expect a refund.

***Legal Forms***

What other legal forms will be used and who do they go to? Do they require additional cost?

***Incentives***

A decision needs to be made about incentive prizes. Will they be used? If so, sometimes this can help motivate people to reach their share of contributions. Some organizations have done something like this…

* A free hoody for those who raise $150.00
* $25 VISA gift card for those who raise $250.00
* $50 VISA gift card for those who raise $500.00
* $75 VISA gift card for those who raise $750.00
* $100 VISA gift card for those who raise $1,000.00
* $250 VISA gift card for those who raise $2,500.00

These cards are not provided on the day of the event. Instead, your bookkeeper provides a deadline for when the money must be turned in. They or a financial manager should be the one responsible for putting the gift cards in the mail, after the donation amount is received. If this option is desired, it will be important for there to also be a way for people (friends of runners/sponsors) to indicate when they pay or turn in their funds who they want to get credit for their donation.

***Advertising***

Advertisement for the event should begin at four months. People should begin seeing fliers and other publicity about the event. All entrants should receive information on the event to post to their social media.

***Other Activities***

The committee also needs to decide if there will be any before and after the event activities. Are other activities desired? If so, what will those be and how much will they cost? If this is your first time hosting a 5K, it may be wise to try to stick mostly with hosting the race and providing food before and afterwards, as well as a Kids’ Corner for children.

If you feel as though you can add to that, here are a few suggestions:

* Raffle or Silent Auction (donations of products, services, free weekends, etc., can offset the cost of your event as but keep in mind that sometimes it can be difficult to get donations together)
* Concert (maybe your Teen Challenge choir could sing or a local artist might be available after your event)
* An actual awards banquet afterwards
* A massage tent with a free five minute massage for runners and additional massages available for cost
* Carnival games (this may already be incorporated into your Kids’ Corner but if not, it could also be something additional)

***Numbers***

If this is a timed race, runners are required to wear numbers. These should be obtained, as well as any needed supplies for the starting point and finish line. You’ll also want to have a place on the registration form for runners to select their division. Usually it is broken down by age and gender.

***Restrooms***

If port-a-potties are needed, you’ll want to decide how many of those will be needed and get those rented. You can look at your existing registration and judge from that. You will get more runners registered as the event gets closer just because people procrastinate. Keep this in mind when deciding.

***Race Map***

It will be important that on the day of the event both runners and volunteers know where everything is and where they are supposed to be. So, a race site map should be made marking where the course, registration, sponsor tables, and other activities are held. This should be either mailed to registrants ahead of time and/or made available to them the day of the event.

***Volunteer Visibility***

We recommend creating lanyards for your volunteers. This will help several things:

a. It will help you differentiate between volunteers and runners.

b. It will help add to security (especially in the kids’ area), so you don’t have people who have not been background checked working with minors.

c. It will make volunteers visible to runners, so they can ask questions and get help when needed.

d. It will help people remember each other’s names, if names are put on lanyards.

Note: You can use different colored t-shirts to separate staff from volunteers, etc.

***Make it Fun!—Master of Ceremonies***

The energy on race day will be very important. One way to create a lot of energy is to appoint someone to play high energy music on speakers that can be heard throughout the race course. If you decide to do a raffle, this individual could also announce the winners throughout the day as names are drawn. Have this person chosen and briefed at least three months out, so his/her commitment is secured.

**Three to Four Months Out**

When the committee meets together again, several things should be in place in addition to what was in place last meeting:

1. The registration information should be public and team captains selected.

2. The Kids’ Corner will need to be very well organized the day of the event. There should be a rough estimate of how many kids will be there. Communication should be taking place between the committee and the Kids’ Corner sponsor, so you know what they will be doing and what volunteers will have to cover. The process of recruiting and screening volunteers should be in full swing.

3. Volunteers should be recruited. Of course, if more people want to volunteer, they don’t need to be turned away at this point but all of the major responsibilities should have individuals assigned to work them. (Note: Volunteers are not runners, so there is no need to “discount” any fees for other services/purchases they may wish to make.)

4. Registration fee information should be set in place and registration software up and running. Runners/Walkers should actually be able to register as early as four months prior to the event. If they wish to register a team, that can be done at this time, as well. Make sure they add their t-shirt sizes on their registration form so you can pass out their t-shirt when they arrive at the registration table to pick up their number and packet.

5. Other necessary legal forms should be submitted. Any legal forms needed for registration should be supplied as part of the registration packet.

6. If incentive prizes will be used, this needs to be decided and an individual designated to keep track of this, as well as a system for ensuring the right runners get credit for donated amounts.

7. The fliers should be up in the community where people can see them at four months.

8. Your web pages should have your sponsor’s (logos) displayed.

9. New flyers can be put out with added sponsors logos, race details, times, location, etc.

10. For a timed race, numbers and start/finish line supplies should be purchased. For a fun run, you’ll still want the supplies for the start and finish line.

11. Port-a-potties should be rented (if needed).

12. The map should be printed and ready for distribution. Also, if signage for different areas on the day of the event is wanted, these should be ready. That way, if any corrections are needed, there still should be time to alter them.

13. Lanyards should be designed, created, and ordered.

14. If music is desired, that individual should be hired/scheduled and speakers rented (if need be).

15. Radio and TV ads can be purchased, if desired. It will be up to you what is said about the event.

**What Happens Now: One Month Out**

***Lunch***

Lunch plans and all food/drink related activity should be finalized as soon as possible. So, at this meeting it should be at least roughly sketched who is providing what as far as food and drink goes.

***Major Sponsors***

Major sponsors with high visibility at the event should be fairly well established. It should still be possible for individuals to sponsor the event, if they want but because of the time needed to create t-shirts, banners, etc. it is necessary for those sponsorships to already be in place.

***Advertisement***

Advertisement continues over the radio and newspaper ads. It may be wise to schedule a press release.

***Volunteer Meeting***

Hold a meeting with your key volunteers to go over final plans and pre-event steps you feel need to be taken before the day of the event.

a. Review contracts, insurance, sponsors’ commitments, etc.

b. Call Team Captains to encourage them and make sure paperwork, funds,

registrations, etc. are on track.

c. Confirm schedule for event flyers, t-shirts, registration forms, insurance forms,

etc. are in your office at least one week prior to the event date, so there are no

last minute headaches.

***Detailed Schedule***

The committee should create the detailed schedule for the day of the event. This should be made ready to distribute to volunteers.

***On-site Registration***

If you are allowing on-site registration, the necessary registration packets need to be prepared for the day of the event. If this is your first year pulling this off, you won’t really know how many day-of-the-event registrants you’ll have. It may be wise to have multiple registration packets ready and someone designated to make more, if needed.

**What Happens Now: One-Four Weeks Before**

***Re-Contacting Sponsors***

All sponsors should be re-contacted and donations confirmed. This includes food/drink donations, goodie bags for the kids, and other donations for the day. Sponsors also should be given information about where they are to set up, what time they are to arrive, and any stipulations about set up.

***Volunteer Confirmation and Communication***

Volunteers should be met with according to their areas and a review of what will take place on the day of the event should take place. They should feel well-communicated with and like they are prepared for events that will transpire that day.

The day of the event or the day before, you may even want to do a volunteer rally with everyone and then break into individual areas, after that. If you host a volunteer rally, it may be a good idea to pass out volunteer lanyards and information then or you can wait until the day of, whichever you prefer. In either case, the day of the event you will want a place where you can still check in your volunteers, so you know who is here and who is not.

***T-Shirts***

T-shirts should be in by now and so should most of the pre-registrations. The registration committee may want to do what they can ahead of time to prepare for that day. This means sorting shirts and registration information alphabetically by table/team/however you prefer to organize it.

**Week of the Event**

When the committee meets together again, several things should be in place in addition to what was in place last meeting:

1. All sponsorships should be confirmed and in place. This includes sponsor promised items like door prizes, give-away items, and non-perishable food /drink items.

2. The volunteer rally/meetings should have already taken place and the volunteers made to feel comfortable with their responsibilities.

3. T-shirts/registration packets should be stuffed and organized, so registration can take place as orderly as possible on the day of the event.

**What Happens Now: 1-6 Days Before**

***Tying Up Loose Threads***

The committee should come together and make sure that absolutely everything that is supposed to be done has been finished and there aren’t any last minute concerns or loose threads.

***On-Site Registration***

The plan for on-site registration should be finalized and someone designated to collect those funds. If on-site registration is allowed, a cash box will be needed and someone in place to keep track of funds. It may be wise to have two people (at least) in charge of on-site registration: one person to collect forms and one person to collect money.

***Reviewing the Map***

The map of the event should be gone over to make sure that everyone knows where they are supposed to be on the day of the event and that no one has any questions.

**Day Before the Event**

1. It is not usually possible to set up a whole lot the day before on the actual site, especially if public streets or a park are used. However, as much pre-race set up as possible should take place beforehand, so the event goes as smoothly as possible the day of. All t-shirts, numbers, etc. for pre-registered runners should be put together, if any of the sponsors have already left their items, these will need to be organized for easy transport and set up on the race location. This also means that designated transportation will need to be in place.

2. Volunteers and committee members should be encouraged to get plenty of rest the day before, so they are ready for the event the next day.

**Day of the Event (Prayer and Praise to God for what will happen that day)**

***Set Up***

It will be very important that everything begins and ends on time. Especially if a public location is being used, it will be important to remain sensitive to the community calendar and others that might need to use the location after you. If the police are closing roads for your course, nothing will need to be done as far as that goes, except to allow them to do their job. If the course is going to be at a local park, however, someone will want to arrive before everyone else and make sure the race course is clear and free of debris. They and probably some volunteers will also want to arrive at an earlier time the day of the event (or the day before if possible) to put up any tape, signage, markers, and tents that Teen Challenge is responsible for. You should communicate clearly with your volunteers, so they know what time they are expected to arrive on-site to help.

***Committee Heads***

People in charge of committees will want to arrive early, so they can help direct everyone else and set up whatever signage, markers, and tents they are responsible for setting up. Sponsors will probably have their own items for some of this (tents/banners with their own logo, etc.). Sponsors will especially need direction when they arrive, so that everyone sets up when they are supposed to. If they are arriving in a large vehicle, someone will need to direct them to the pre-decided parking area for larger vehicles.

***Signage***

If signs were created, these will need to be set up fairly early. That way, they are up and ready when volunteers arrive.

***Kids’ Corner***

The Kids’ Corner will need to be set up early enough that volunteers can leave their kids there, as well. All volunteers should have a copy of the schedule and the agenda for when various activities will be taking place. These should already be decided, so the volunteers know exactly what they will be doing.

***Registration Tables***

The registration tables will need to be set up ahead of time both for volunteers and for runners. These should have lanyards for volunteers and the t-shirts and numbers for runners. There also should be some sort of check-in system, so that you know how many runners and volunteers actually arrive. Everyone should also be given a map and a schedule. Runners with children should be given wrist bands (or other identification) at that time to indicate which children belong to them.

***Making a Good Impression***

Things should be planned out in such a way that everything (including sponsor tables, etc.) are set up before runners arrive. The impression runners receive of the event as they arrive will make a huge difference in their decision to return again for another year. So, they should get the vibe that this event is well organized and fun. There should be lots of positive energy (we will call it the presence of the Holy Spirit), so people will want to return again next year.

***Importance of Timing***

The event itself should take place on schedule, especially if it is a timed race. It will be very important for time-keeping that everything is timed down to the second exactly.

***After the Race***

After the race, there should be some sort of awards ceremony. Runners generally expect this. You may want to convert this into a banquet or cookout but it is up to you. In the awards ceremony you can announce first, second, and third place runners in each division.

***Clean Up***

You will want to make sure that after the sponsors have left and the event is over that you do a good job cleaning up afterwards. This is so important because the sort of impression you leave on the community will reflect on your Teen Challenge Center’s reputation and it will determine whether or not they’ll let you use the park/road where your run is held again.

**After the Event**

1. Make sure to write thank you notes to all volunteers, committee members, and people who donated items.

2. You may want to get back with your sponsors immediately and ask if they would like to renew their sponsorship for next year. If so, you’ll have saved yourself a lot of work simply by getting renewal commitments.

3. Store signage, banners, etc. in a safe location where they won’t be damaged.

4. Evaluate the event. What went well? What did not go so well? How could things be fixed for next year?

**PLANNING A RIDE**

Planning a ride is going to have some similarities to planning a run, especially if you are simply doing a bicycle ride and not one with motorcycles. What we said about registration, sponsorship, food/beverage donation, and child care earlier may still be helpful to you. However, there will be differences, especially when it comes to liability and what you legally can and cannot do. We recommend contacting local bike and motorcycle businesses to find existing clubs in your area. The members of these will be familiar with the regulations and liability waivers needed in your area. They also can provide you with ideas for your location, set up, and other considerations you will need. In particular, like with the run, they can assist you with timing at the finish line and other technical aspects of the race.

**Conclusion**

We hope that this event planning notebook has helped you with your event. We don’t expect any of these events to look exactly the same, so our guidelines are suggestions more than anything else and so are the forms/ideas in the appendix that follows. Good luck with your race and God bless!

**Appendix A**

**[4 tools you need to create your own successful sponsorship proposal on a budget](http://practicalsponsorshipideas.com/blog/47-4-tools-you-need-to-create-your-own-successful-sponsorship-proposal-on-a-budget)**

This section is provided for your use for other events and campaigns you may need some outside help creating. The National Office will provide the graphics for your September 2014 event, but if you just don't like what was provided, here are some suggestions:

We know money is usually tight, but you know that creating a professional sponsorship proposal can really lift you above the pack and give you the best chance of impressing a potential sponsor.

It can be expensive if you get someone else to your proposal packet, so why not take a crack at developing your own sponsorship proposal.

This may seem a little daunting to start with but you can do it cost effectively if you've got the right tools to get the job done.

The first step is to go and read [10 essential steps to create a winning sponsorship proposal](#SponsorshipWorksheet). This hugely popular article provides a step-by-step guide to developing a sponsorship proposal. It is in this Appendix.

Now that you know what to do, it's time to look at 4 tools you need to create your own successful sponsorship proposal on a budget.

1 - Logo Tournament

Every sponsorship seeker should have a professional logo, it's part of your visual identity and personality. The National Office will provide you with a suggested Theme and Logo template.

Getting a logo created by a graphic design company can be expensive. Alternatively you can get your next door neighbor's son who's a wiz with Illustrator to whip one up for you. Hmm...pass.

* Benefits? The National Office has one for you.
* You don't have to create one on your own and spend time or money doing it.

2 – **ingimage** and **Fotolia** can both provide reasonable prices for images. The cost on either of these will vary depending on your needs.

**3 - eLance** (I'll add this here for future uses when you need some outside help)

Unless you're awesome at everything, it's time you started delegating the jobs you're not that good at or don't fit with your core purpose, to someone else.

Outsourcing is an excellent way to get things done and save some dollars at the same time.

Services like **eLance** have emerged that allow you to connect with freelancers from all over the world who are ready to help you create a professional sponsorship proposal. Of interest to you may be copywriters, graphic designers and illustrators etc.

There are some things you need to be aware of, if you're going to get the best out of**[eLance](http://practicalsponsorshipideas.com/elance)**. Here are my 5 tips:

1. Be very clear with your instructions. Include a separate document that details what you want, how you want it and when you want it done
2. Remember you may be working with people where English is their second language. Be clear and remove any ambiguity
3. Interview your top 3 candidates via Skype for each job (if you can't find someone local)
4. Reply to all communications promptly so your freelancers are not waiting for input or direction
5. Don't be too quick to select a proposal. Do your due diligence

**4 - Graphic River**

**Graphic River** has a huge array of elements you can incorporate into any sponsorship proposal to give it that wow factor – from backgrounds, to 3D renderings and info-graphics to name just a few.

But what's really cool about **Graphic River** is the range of ready-to-go proposal templates. Using the search box on the home page, enter "proposal" and you get back close to 900 results. From this list you're sure to find a proposal template that suits your needs.

Templates range in price from around $6 to $15 US.

Nearly all the templates are provided as an Adobe InDesign document, which is a de-facto standard tool for most graphic designers. What you may like to do is take your selected template, content and imagery over to eLance and have a freelancer put your proposal together.

The advantage here is that you don't have to go through the design process as you have a template ready to rock and roll.

These suggestions are in your manual so you have other resources when you need to put packages together, or proposals for other fundraising programs.

**Appendix B**

**[A great way to cold call a potential sponsor](http://practicalsponsorshipideas.com/blog/16-a-great-way-to-cold-call-a-potential-sponsor)**

You may hate cold calling – it gives most of us the shivers. **But if you’re going to be a successful sponsorship seeker it’s a skill you’ll want to develop**.

So what’s the plan?

First, [research your potential sponsor online and get the correct contact details](http://practicalsponsorshipideas.com/blog/20-finding-perfect-sponsors). (See Appendix D on Researching a sponsor). When you do make the call to your potential sponsor, try to get the corporate office number and a direct number to the person in charge of sponsorship. The company website and [LinkedIn](http://www.linkedin.com/) are good starting points.

If you call the head office first, they can confirm who you should speak with and now you have the receptionist’s name as well. So when you call the person you need to speak with you can say “Hi, I was speaking with Anne from head office and she said I should speak with you about...”

See the advantage here? You already have a level of familiarity as you were **‘referred’** to them by someone within the organization. And you are on first name terms.

What do you ask for?

When you contact the head office, don’t ask to speak with the sponsorship manager directly. In the role of gatekeeper, the receptionist is likely to ask you why you want to speak with the sponsorship manager (if in fact that’s the correct title).

So now you have to come up with a good reason. And saying you have a wonderful sponsorship opportunity probably won’t get you too far. At this point you may be directed to an online submission form or given a generic email address. Think about how much it annoys you when people call you at dinner time to sell you something you don’t want.

Instead of asking to sell them something, ask to see something.**In this instance ask to get your hands on a copy of their sponsorship guidelines**.

The conversation could go something like this...

*Ring ring...ring ring...*

*Hello, (company name), this is (receptionist name, how may I direct your call...*

*Hi (we'll call her Susan, This is (your name). I have a quick question for you. Who do I need to speak with to get a copy of your sponsorship guidelines?*

*Hi John (they may get your name wrong, but that's Okay for now), you’ll want to speak with Bobby Brown in our Social Outreach office (or whatever their title is). His number is....*

Well, you get the picture. So now we have a name, a phone number and a good reason to call. If the receptionist doesn't give you their name simply ask for it.

As a general rule **most potential sponsors don’t have any documented sponsorship guidelines**. But asking the question is a great way to break the ice. And it gets them thinking - “Maybe we should have some guidelines outlining what we expect from a sponsorship proposal. It will cut down on all those time wasting, no value, bland proposals that end up on my desk.” Regardless, try to set up a time to visit with them.

If they are reluctant to make an appointment, or if they don't have any guidelines, you can ask questions to get a feel for the organization and how they may get value out of a marketing relationship with you.

But if they do have sponsorship guidelines; that works for you as well. Now you have a copy, you can review it and it gives you an opportunity to learn more about the organization and ask follow up questions.

At this point you're not trying to sell them anything and they will appreciate your approach. You are in fact doing your due diligence, endeavoring to learn more about the potential sponsor before even contemplating a sponsorship proposal.

Once you have an appointment, take the next steps to being ready for your meeting.

**Appendix C**

**Generic Inventory**

What follows is a generic inventory. This is a starting point for you to prepare an inventory of your own property. The point of this exercise is to ensure you catalogue everything that you control which could be of value to a potential sponsor. You will probably not use all or even most of these items but it creates a menu from which to develop customized proposals for your potential sponsors.

**Your assignment: Go through this list and cross out anything that you absolutely cannot deliver. Add anything that comes to mind that isn’t listed. The goal is to end up with a list around the same length as this.**

***Sponsorship types***

Naming rights sponsorship (perceived ‘ownership’ of the event)

Presenting sponsorship

Naming rights or presenting sponsorship of a section, area, entry or team

Naming rights or presenting sponsorship of a day, weekend or week at the event

Naming rights or presenting sponsorship of an event-driven award, trophy or scholarship

Naming rights or presenting sponsorship of a related or subordinated event

Major sponsorship

Supporting sponsorship

Official product status

Preferred supplier status.

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***Exclusivity***

Category exclusivity among sponsors at or below a given level

Category exclusivity among sponsors at any level

Category exclusivity in event-driven advertising or promotional media

Category exclusivity as a supplier or seller at the event.

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***License & endorsements***

License to use sponsor or event logo(s), images and/or trademark(s) for the sponsor’s promotion, advertising, or other leverage activities

Merchandising rights (the right to create co-branded merchandise to sell)

Product endorsement (your event or organization endorsing the sponsor’s product).

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***Contracts***

Discounts for multi-year contracts

First right of refusal for renewal at conclusion of contract

Last right of refusal for renewal at conclusion of contract (not recommended)

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***Performance incentives.***

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***Online***

Provision of content for sponsor social media activities or website (for example, weekly health tips, star athlete’s training diary, pertinent articles, podcasts, other exclusive downloadable content etc)

Provision of web ‘events’ for sponsor website (for example, online chat with a star, webcast, webinar)

Appropriate promotion of sponsor through social media activities

Ability for sponsor to add value to sponsor fans/friends via sponsor-controlled social media

‘Signage’ on sponsor website

Promotion or contest on sponsor website

Links to sponsor website from website.

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***Venue***

Input in venue, route and/or timing

Use of sponsor venue for launch, main event, or supporting event.

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***On-Site***

Social media activities on-site (live Twitter feeds, etc)

Sampling opportunities

Demonstration/display opportunities

Opportunity to sell product on-site (exclusive or non-exclusive)

Coupon, information or premium (gift) distribution

Merchandising (sponsor selling dual-branded products).

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***Signage***

Venue signage (full, partial or non-broadcast view)

Inclusion in on-site event signage (exclusive or non-exclusive)

Inclusion on pre-event street banners, flags etc

Press conference signage

Vehicle signage

Event participant uniforms

Event staff shirts/caps/uniforms.

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***Hospitality***

Tickets to the event (luxury boxes, preferred seating, reserved seating or general admission)

VIP tickets/passes (backstage, sideline, pit passes, press box etc.)

Celebrity/participant meet-and-greets

Sponsorship-related travel arrangements, administration and chaperone (consumer prizes, VIP or trade incentives)

Access to or creation of what-money-can’t-buy experiences

Development of customized hospitality events to suit the interests of the target market (high-end, adventurous, behind-the-scenes, for their families or kids etc).

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***Loyalty marketing***

This section is about providing benefits that the sponsor can pass on to their target markets in order to reinforce their relationships.

Access to event, parking, or merchandise discounts for customers or a specific customer group (for example, frequent flyers, Gold Card holders)

Access to event, parking or merchandise discounts, or other perks for customers

Exclusive access to an event, area, contest/prize, service, celebrity or experience for all or a specific group of consumers

Early access to tickets (before they go on sale to the general public)

Block of tickets, parking etc. that the sponsor can provide to loyal consumers. Can be provided with or without naming rights to that section (for example, the Acme Energy Best Seats in the House).

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***Database Marketing***

Unlimited access to event-generated database(s) (for example, member lists) for direct marketing follow-up (be careful not to breach privacy laws, which vary from country to country)

Opportunity to provide inserts in mailings

Rental/loan of event database for one-off communication

Opportunity to run database-generating activities on-site

Opportunity to run database-generating activities on-site as a requirement for attendee admission.

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***Employees/Shareholders***

Participation in the event by employees or shareholders

Access to discounts, merchandise or other sponsorship-oriented perks

‘Ownership’ of part of the event by employees (for example, creating an employee-built and run water station as part of a marathon sponsorship)

Provision of a celebrity or spokesperson for meet-and-greets or employee motivation

Creation of an event, day or program specifically for employees

Creation of an employee donation or volunteer program

Opportunity to set up an employee recruitment station at your event

Distribution of employee recruitment information.

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***Public Relations***

Inclusion in all press releases and other media activities

Inclusion in sponsor-related and media activities

Public relations campaign designed for sponsor’s market (consumer or trade).

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***Ancillary or Supporting Events***

Tickets or invitations to ancillary parties, receptions, shows, launches etc

Signage, sampling and other benefits at ancillary parties, receptions, shows, launches etc.

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***Other Promotional Opportunities***

Custom-design of a new event, program, award or other activity that meets the sponsor’s specific needs

Securing and administration of entertainment, celebrity appearances etc. to appear on sponsors’ behalf

Provision by sponsor of spokesperson/people, celebrity appearances, costumed character etc for sponsored event

Proofs of purchase for discount admission

Proofs of purchase for discount or free parking

Proofs of purchase for premium item (for example, people can trade three proofs of purchase for a free program)

Opportunity to provide prizes for media or event promotions

Couponing/advertising on ticket backs.

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***Media profile***

Inclusion in all print, outdoor and/or broadcast advertising (logo or name)

Inclusion on event promotional pieces (posters, fliers, brochures, buttons, apparel etc—logo or name)

Ad time during televised event

Event-driven promotional radio or television schedule (you provide them with part of your advertising)

Event-driven outdoor (billboards, vehicle, public transport)

Sponsor/retailer share media (themed display ads, 30/30 or 15/15 broadcast)

Ad space in event program, catalogue etc.

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***Research***

Access to pre- and/or post-event research

Opportunity to provide sponsorship- or industry-oriented questions on event research.

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***Pass-through rights***

Right for sponsor to on-sell sponsorship benefits to another organization (this is always pending approval). An example would be a telecommunications company on-selling part of a sponsorship to Nokia. They would then usually leverage the sponsorship jointly

Right for retailer sponsor to on-sell sponsorship benefits to vendors in specific product categories.

**C*ontra***

Opportunity for sponsor to provide equipment, services, technology, expertise or personnel useful to the success of the event in trade for part of sponsorship fee

Opportunity for sponsor to provide media value, in-store/in-house promotion in trade for part of sponsorship fee

Opportunity for sponsor to provide access to discounted media, travel, printing, or other products or services in trade for part of sponsorship fee.

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***Production***

Design and/or production of key sponsor events (hospitality, awards etc.)

Hiring and/or administration of temporary or contract personnel, services and vendors for above

Logistical assistance, including technical or creative expertise.

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***Cause tie-in***

Opportunity to involve sponsor’s preferred charitable organization or cause

Donation of a percentage of ticket or product sales to charity.

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**Appendix D**

**10 Essential steps to Create a Winning Sponsorship Proposal**

***Step 1 - Understand what you have to offer a sponsor***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Your Attributes** | **Target Audience** | **Marketing Initiatives** | **Sponsor Value** |
| **1.** |  |  |  |  |
| **2.** |  |  |  |  |
| **3.** |  |  |  |  |
| **4.** |  |  |  |  |
| **5.** |  |  |  |  |
| **6.** |  |  |  |  |
| **7.** |  |  |  |  |
| **8.** |  |  |  |  |

***Step 2 – Research your potential sponsors***

|  |  |  |
| --- | --- | --- |
| **Sponsor Name:** |  | blank_shield  00 |
| **Location:** |  |

|  |  |  |
| --- | --- | --- |
|  | **Primary Contact** | **Secondary Contact** |
| **Name:** |  |  |
| **Position:** |  |  |
| **Phone (B):** |  |  |
| **Phone (M):** |  |  |
| **Email Address:** |  |  |

***Step 3 – Contact the person who can say yes to your sponsorship proposal***

|  |  |
| --- | --- |
| **What are your strategies to contact the person who can say yes to your proposal?** | |
| **Cold calling** |  |
| **Lumpy mail and follow-up** |  |
| **Sponsorship websites** |  |
| **Networking with your potential sponsors** |  |

***Step 4 - Develop a trusting relationship with the sponsor***

|  |
| --- |
| **What strategies are you going to employ to develop a trusting relationship with the sponsor?** |
| * Don't go the hard sell * Listen to what they have to say * Demonstrate you've done the research * Make good use of your established brand to reinforce your professionalism * Provide referrals and testimonials when asked (note: don't burn your bridges) * Prepare marketing material that emphasizes benefits and value to the sponsor * Have a history that illustrates you'll be around for the long haul |

***Step 5 – Establish the sponsor's marketing objectives***

|  |  |
| --- | --- |
| **Objective 1** |  |
| **Objective 2** |  |
| **Objective 3** |  |
| **Objective 4** |  |
| **Objective 5** |  |

***Step 6 – Agree on how you will measure sponsorship success***

|  |  |  |
| --- | --- | --- |
|  | **Quantitative Measures** | **Qualitative Measures** |
| **Objective 1** |  |  |
| **Objective 2** |  |  |
| **Objective 3** |  |  |
| **Objective 4** |  |  |
| **Objective 5** |  |  |

***Step 7 – Ascertain the value to the sponsor***

|  |  |
| --- | --- |
| **Value 1** |  |
| **Value 2** |  |
| **Value 3** |  |
| **Value 4** |  |
| **Value 5** |  |

***Step 8 – Explore the available options***

|  |  |
| --- | --- |
| **Detail your unique marketing initiatives that fulfill the sponsor’s objectives** | |
| **Initiative 1** |  |
| **Initiative 2** |  |
| **Initiative 3** |  |
| **Initiative 4** |  |
| **Initiative 5** |  |

***Step 9 – Develop your sponsorship proposal***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **7 key sections of your sponsorship proposal** | | | | |
| **1 – Sponsorship Opportunity** | | | | |
| Limited to a few paragraphs and the liberal use of bullet points, senior managers should be able to read this section of your sponsorship proposal and come away with a good idea what you do, who you are and what's in it for them. | | | | |
| **2 - Marketing Objectives** | | | | |
| *"As discussed, the marketing objectives for the sponsorship program are:*   * *Increase gross sales by 5% in the eastern district directly related to vouchers distributed at events* * *Implement a social media strategy and develop a Facebook fan base of 5000 by the end of the financial year* * *Encourage distributors to stock the latest range of products* | | | | |
| **3 - Measures of Success** | | | | |
| *"The measures will include:*   * *Monthly analysis of direct sales figures and how they correlate with the objectives* * *Exit surveys of event attendees to ascertain brand awareness* * *Noticeable shift to positive feedback on social media channels* * *Etc..."* | | | | |
| **4 - Value to the Sponsor** | | | | |
| *"The value to 'the sponsor' will include:*   * *Measurable increase in the profitability of the eastern district, directly attributed to the sponsorship program and implementation of the unique marketing initiatives* * *Stronger relationship with fans which leads to higher conversion rates and repeat sales* * *A return on investment which will allow you to investment more funds into research and development of new products* * *Etc..."* | | | | |
| **5 - Unique Marketing Initiatives** | | | | |
| **Audience Segment** | **Audience Numbers (Reach)** | **Demographics** | **Psychographics** | |
| **Segment 1** |  |  |  | |
| **Segment 2** |  |  |  | |
| **Segment 3** |  |  |  | |
| **Segment 4** |  |  |  | |
|  | | | | |
| **Initiative 1** |  | | | |
| **Initiative 2** |  | | | |
| **Initiative 3** |  | | | |
| **Initiative 4** |  | | | |
| **Initiative 5** |  | | | |
|  | | | | |
| **Option 1** |  | | | |
| **Option 2** |  | | | |
| **Option 3** |  | | | |
| **6 - Terms and Conditions** | | | | |
| **Option** | **Summary** | | | **$** |
| **Option 1** |  | | |  |
| **Option 2** |  | | |  |
| **Option 3** |  | | |  |
| * Payment terms * Time-frame * Insurance * Privacy and confidentiality * Any conditions or special features * Etc. | | | | |
| **7 - Call to Action** | | | | |
| * Contact details * Opportunity to see you in action * Thank you message * Etc. | | | | |

***Step 10 – Deliver the sponsorship proposal and follow-up***

|  |  |
| --- | --- |
| **Plan the delivery of your proposal and follow-up** | |
| **Mailing Address Details** |  |
| **Send Date** |  |
| **Follow-up Date** |  |
| **Follow-up Notes** | * Accepted? * Changes required? * Rejected? Why? * Maintain contact? |

**Appendix E**

**[5 steps to finding that perfect sponsor](http://practicalsponsorshipideas.com/blog/20-finding-perfect-sponsors)**

One of the key steps to securing sponsorship is doing your homework. You must **get to know your potential sponsors** and determine if you’re compatible with their target audience(s) and marketing objectives.

One of the worst things you can do is send an unsolicited, untargeted, irrelevant proposal to a potential sponsor. You'll get absolutely nowhere and will [waste your time and theirs](http://practicalsponsorshipideas.com/blog/6-fail-but-at-least-i-learnt-something).

Time spent doing your research now will pay you back 10 fold in the long run.

Before you begin the process of finding that perfect sponsor, make sure **you have a good understanding of your target audience** – those people who are interested in what you do. Be it visitors to an event, members / fans of a sporting association or specific audience demographic etc.

The process:

* **Step 1** - Create a wish list of sponsors
* **Step 2** - Research each of the sponsors
* **Step 3** - Record the details in the Sponsor Research Template
* **Step 4** - Reality check using the Sponsor Compatibility Matrix...how compatible are you really?
* **Step 5** - Pick up the phone and contact your hot list of sponsors

***Step1 - Create a wish list of sponsors***

Consider the following:

* What products and services does you target audience use?
* What business / social connections do you have to a sponsor?
* Who sponsors events, teams or organizations similar to yourself?
* Who are their competitors?
* What products and services would you recommend to someone else? This gives you an idea of where your brand loyalty lies

The easiest way to work this out...

* Really get to know and understand your target audience
* Take a good look at your peers / competitors. Who's been successful with their sponsorship programs?
* Review the peak sources of information in your area. Websites, forums, social media, journals, magazines, TV etc.
* Keep writing down names of companies until you've got a nice healthy list – say 25 to 50 to start with. You can always add more as new ideas come to mind.

***Step 2 - Research each of the sponsors***

Once we have a list of sponsors it's time do to some detailed research. The idea is to **get a good understanding of what makes the ministry center tick** and realistically assess the potential sponsorship opportunities.

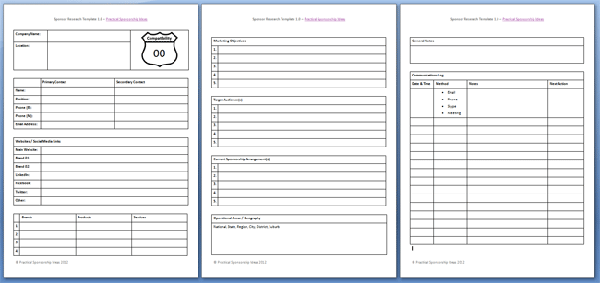
How do you research a potential sponsor? Here are some ideas:

* **Company website** – Go through this in great detail. Get know the company well.
* **Brand websites** – Often a company will have multiple brands so make sure you research these in detail as well. Each brand may be supported by separate marketing and sponsorship staff.
* **LinkedIn profile** – Most large companies and their staff have [LinkedIn](http://www.linkedin.com/) profiles. This can be a great way of discovering who you need to speak to and it also opens up networking opportunities. If you have a LinkedIn profile yourself you may find a colleague, client, supplier or friend who is connected to one of your target sponsors. Warm lead anyone?
* **Social media** – For business to consumer brands consider Facebook and Twitter. Use Twitter hash tags to see what other people are saying about the company / brand.
* **Google search**– Make use of Google search to look for references to a company / brand using the example keywords below. Limit your search to your geographical area and use the Google Advanced Search to limit the results to the last 12 months or so.
  + sponsor |sponsorship
  + market | marketing | marketing plan | marketing strategy
  + target audience | target market
  + annual report (for publicly listed companies)
* **Google alerts** – A great way to keep up-to-date with the latest news on a potential sponsor is to create a Google Alert. These are automatic emails sent to you when Google finds relevant information about a potential sponsor.

So we've found a list of sponsors and researched each of them to get a better understanding of what they do and the potential sponsorship opportunities.

***Step 3 - Record the details in the Sponsor Research Template***

To keep track of all the research information about a potential sponsor. There is a [Sponsor Research Template](http://practicalsponsorshipideas.com/images/psi/docs/sponsor_research_template_psi.doc) for you (Word doc) in the Appendix.

[](http://practicalsponsorshipideas.com/images/psi/docs/sponsor_research_template_psi.doc)

The template includes the following fields:

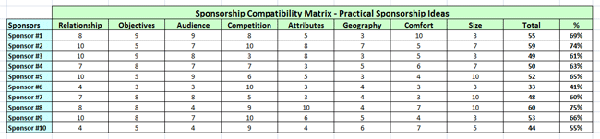
* Company name
* Location
* Compatibility score – discussed below
* Primary and secondary contact information
* Website and social media links
* A list of brands, products and services
* The sponsor's marketing objectives
* Target audience details
* Current sponsorship arrangements – a list of existing sponsorships
* Operational areas and geography
* General notes
* Communications log – used to track the who, what, when and how of your interactions with the sponsor

***Step 4 - Reality check using the Sponsor Compatibility Matrix...how compatible are you really?***

 To recap... We've got a list of potential sponsors together, performed the initial research and documented our findings in the Sponsor Research Template.

At this point it should be pretty clear which opportunities are **not** worth pursuing. This could include a non-compatible target audience, a policy of not supporting your type of ministry.

Of the remaining opportunities, the next step is to work out**how compatible you are with a potential sponsor**. To do this look at the [Sponsor Compatibility Matrix](http://practicalsponsorshipideas.com/images/psi/docs/sponsor_compatibility_matrix_psi.xls); a simple Excel spreadsheet you can make to calculate a compatibility score.

[](http://practicalsponsorshipideas.com/images/psi/docs/sponsor_compatibility_matrix_psi.xls)

The **Sponsor Compatibility Matrix** includes 8 attributes you rate from 1 to 10; the higher the score the better the compatibility.

8 Compatibility Attributes

1. **Relationship** – Do you have an existing relationship or connection with the sponsor?
2. **Objectives** – Do you fit with the marketing objectives of the sponsor?
3. **Audience** – How closely do you share a common target audience?
4. **Competition** – Does their competition use sponsorship in your area as a marketing tool?
5. **Attributes** - How closely do the attributes of what you have to offer match or compliment that of the sponsor? E.g. sophisticated, smart, loud, family orientated, original.
6. **Geography** – Does the sponsor operate in the same geography as you and have marketing objectives targeting the same level? E.g. National, state, region, city, district, suburb.
7. **Comfort** – How comfortable are they using sponsorship as a marketing tool? Do they have a strong sponsorship history?
8. **Size** – How big is the sponsor compared to the value you can provide? The bigger the gap the less compatibility. For example, Sony is unlikely to sponsor the local junior soccer team.

The idea is to get a "feel" for how compatible you may be with a sponsor. Your research will help you determine what numbers feel right – it's more art than science at this point.

With the compatibility matrix completed you rank the sponsors in order of compatibility; the higher the score the better.

***Step 5 - Pick up the phone and contact your hot list of sponsors***

What are you waiting for? It's time to get started in finding that perfect sponsor.

Using your hot list of sponsors from the compatibility matrix, pick up the phone and start making calls right now – don't think about it, just start calling. **You've done the research, you understand the sponsor so you'll have no problem speaking their language**.

**Appendix F**

**Graphics**

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<https://tcusa.wufoo.com/forms/m20ekh20a18s22/def/field21=Supplemental%20Student%20Progress%20Report%260314>