

2013 Chesapeake Challenge Golf Tournament

September 27, 2013 – Compass Pointe Golf Course, Pasadena MD

Tips on How to Seek Sponsorships and Donations

1. **Get the Facts, Part I.** Make copies of the Sponsor Letter and the Donation Opportunities. Have the sponsor listing available for note taking.
2. **Start walking.** Visit local area businesses. Tell the person behind the counter that you are working on an annual fundraising effort for Maryland Gymnastics, which is the parent organization for Docksidiers Gymnastics. Docksidiers is a 700 plus child artistic gymnastics establishment in Millersville MD. Ask who in the business is responsible for donations or sponsorships and then present the sponsor letter and donation schedule.
3. **Think BIG.** Suggest to businesses that both cash and merchandise are acceptable, but cash gives us more flexibility. Point to the donation schedule, and suggest Tee sponsorship or one of the metallic levels. **DO NOT BE AFRAID** to up-sell the higher donation levels, and emphasize that the business exposure increases with higher donation levels.
4. **Accept Gifts.** If a business is not able to give cash, then look for appropriate gifts for 1) Tournament prizes 2) Silent Auction or 3) Door Prizes. If smaller items are offered request a set of four – this way a 4-person golf team can have the same prize. Examples of great gifts: Gift Cards, Gift Certificates or Inventory the store has not been selling as well as expected.
5. **Get the facts, PART II.** If the person to whom you are talking says that someone else makes the decisions, leave a copy of the query letter and the donation opportunities for that other person, record the name of the contact and the person responsible for the donation request and mark as **POTENTIAL** on your sponsor listing and you can follow up at a later date.
6. **Follow up.** About 3 days after the initial visit, contact the **POTENTIAL** sponsors with a phone call or email.