



FIRST Team 2506's Tips on Obtaining, Thanking, and Retaining Sponsorship

This is a list of tips and strategies to attract the attention of potential sponsors and keep them. Just because we do not say something does not mean it's a bad idea. It just means we have not thought of it. If you do have an idea we don't feel free to tell us ;) Some of the following information will be similar to (or identical to) the Keeping Track of Sponsors Tip sheet.

1. Send letters. Snail mail may seem slow in the internet era, but it shows sponsors you are willing to put forth the extra effort. Emails are more easily dodged or deleted.
2. Put names of people on the envelopes. If you can find names of managers, presidents, or heads of community outreach departments put their names above the company names on the letter. Your letter stands much better of a chance going to a distinct person rather than the faceless corporation.
3. Do not forget to include your contact info in the initial letter! Otherwise you end up with a bunch of people who want to help but can't. Not good.
4. We include brochures with our initial letters about FIRST and our team to spark interest. This gives you a chance to advertise FIRST and makes your name stick out in further years even if they do not sponsor you right away.
5. Invite your sponsors to your meetings or offer to help at their events. Sponsors love to know you care. They are often more than willing to take a tour of one of your meetings or have you give a demonstration. This is a good opportunity to not only promote your team but FIRST as well. You can invite them in an initial contact letter or in your thank you it really is up to you.
6. Ask mentors to bring sponsorship letters to their bosses at work. This can hook you sponsorship that other teams will not have a chance to get. Jump on the opportunity.
7. A week or two after your letters go out you can make follow up calls. Phone calls are much more personal and it is harder to say no to someone over the phone than through the mail.
8. Send out thank you letters as soon as you get donations in so that you do not forget. A current sponsor may look over your letter in future years if they do not feel appreciated.
9. Somehow keep track of who you have sent sponsor letters and thank you letters to. This prevents embarrassing slip ups like sending two thank you letters (or not sending one).

10. Throughout the year send letters to your sponsors to let them know how you are doing. This makes them feel more involved and more likely to help.

11. The table below illustrates how our different level sponsors receive different benefits. This helps motivate our sponsors to give more.

Bronze	Silver	Gold	Platinum
\$499 and less	\$500 - \$1499	\$1500 - \$4999	\$5000 and up
Sponsors at this level will receive their logo on our website that will be linked to their business website	Sponsors at this level will receive all the benefits of the Bronze level and: a quote from their website pertaining to their social interactions or something else that they chose. We will place the company name and logo on our team T-shirt	Sponsors at this level will receive all the benefits of the Silver level and: We will place the company name and logo on our robot	Sponsors at this level will receive all the benefits of the Gold level and: Their company logo on all promotional materials

12. If you or your team is interested in learning more about real world applications, ask your sponsors for a tour. Most sponsors are more than happy to provide tours for your team. This is a great opportunity to see professionals in their work environment.

If you have any questions, comments or concerns send us an email at saberrobotics@yahoo.com and we would be glad to help out.

Thank You,

FIRST Team 2506, Saber Robotics Marketing Team