



2015 MEGA Magic Sponsorship Guide

Sponsorship Benefits:

- Greatly reduce or even eliminate your 2015-16 assessment fees! A portion of each sponsorship you secure will be deposited directly towards your assessments.
- A financially strong team program means a stronger gymnastics program!

Key Points:

1. The deadline for submitting sponsorships (those requiring an ad in the Invitational Program) is November 13, 2015.
2. Member commission will not be posted to your account until Sponsorship Chair receives the following:
 - Full Sponsorship payment
 - Electronic program ad, if indicated (in JPEG format)
 - Electronic banner artwork, if indicated (in JPEG format)
3. It is the responsibility of the Team member who is securing the sponsorship to assist the business with submitting their payment, ad and banner artwork.
4. Use the sponsorship solicitation forms.

Sponsorship Commitment Form—this single form provides all necessary information for prospective sponsors:

- Brief overview/request for sponsorship
 - Matrix of sponsorship levels, rates and benefits of each level.
 - Sponsorship commitment form (bottom portion, which must be completed and mailed or delivered with payment.
5. All sponsorship forms are available in the members area on the website.

Tips for Successful Sponsorship Solicitation:

Use a “Sponsorship Worksheet” to organize and track your progress with each prospective sponsor.

Create your list of potential contributors. First target those with whom you already enjoy some type of relationship. Following is a list you might consider.

- Establishments where you spend a lot of money, i.e. your doctor, dentist, retail shops, hobby stores, restaurants.
- Establishments from whom you have recently made a major purchase, i.e. car dealer, real estate agency, home improvement shops, etc.
- A business that makes money because of your business...vendors and suppliers (Make sure your employer is OK with this option.)
- Your employer
- Friends or relatives
- Cold call...although more difficult, this can work if you are confident.
- Consider placing an ad to recognize your hard working gymnast!

Before you proceed, be sure to:

- Check the list of potential sponsors who have already been contacted (posted on the Team board). This is to avoid the negative effects of duplicate solicitation efforts.
- IMPORTANT: E-mail names of all businesses you have contacted to Amy Mueller (amy@mega-gym.com)
- This ongoing list will be posted on the Team board for purpose stated above.
- Please, only those businesses you have already contacted, not those that you intend to contact. We don't want to miss out on potential sponsor opportunities if somebody fails to follow through.
- Mail Sponsorship Commitment Form or set up appointments to make your sales pitch in person. It is a good idea to personalize the request with a hand written note and enclose a stamped, addressed, return envelope.
- Follow up! Unless you hear "no" for an answer, continue to pursue and be sure to close the deal!
- Be assertive and creative! Have fun!

Good luck and Have Fun!

We appreciate your support!

