

About our 2011-12 Sponsorship Program

Band Sponsorships are a great way to fulfill your general fundraising obligations to the Band. 100% of the proceeds go towards helping the Band cover expenses plus businesses can claim it as a tax deduction. Businesses also benefit by having their name/logo placed on our Band Website, Programs and trailer (top sponsors only).

Here is some important information about the program:

- For the 2011-12 school year, every student will be expected to obtain at least one sponsor (two sponsors will be expected if you also participate in Winter Guard). There will not be a separate Winter Guard Sponsorship drive.
- A portion of the September 10 band minicamp will be devoted to groups of band students going door to door at assigned locations to solicit sponsorships.
- A "Do Not Contact" List will be developed and posted on the Band Website so that businesses can be added once a sponsorship is received. This will prevent a business from receiving multiple calls.
- Please return completed sponsorship forms to the Band room along with a check from the business made payable to South Meck Band Boosters. Also, send Tim Champion (tdchampion@gmail.com) an email to let her know that the sponsorship was obtained so the business can be added to the "Do Not Contact" List and you can receive credit for the sponsorship. Please contact Tim if you have any questions or need assistance.

Tips for Obtaining Sponsorships

- Buddy up with a parent or another student for support but don't go out with more than one person. You don't want to business owner/manager to feel "ganged up on."
- Be prepared. Make sure you rehearse who is going to say what and memorize a basic script.
- Plan which businesses you will visit. Start with businesses that you know the owner or manager or that you frequent on a regular basis. Friends of the family that own businesses or do direct sales (e.g. Avon) also make excellent prospects along with places of employment. Ideally, your prospects should reside within the South Meck High School district (Pineville, Park Road Area, Highway 51, Stonecrest, Ballantyne, etc.).
- Avoid large chain retailers (Target, Kmart, DollarTree, etc.). They will most likely refer you to the corporate office.
- Call ahead of time and find out who you need to speak to and when they will be available.
- Don't visit businesses during their busiest times. If it's a food retailer, go between lunch and dinner. Try to avoid weekends.
- Take the following information with you to share with your potential sponsor:
 - List of Sponsorship Levels
 - Sponsorship Forms
- Be yourself, be confident and be enthusiastic.

Sample Script

Opening (1-3 minutes): Introduce yourselves and your roles in the Band. Find something to compliment or comment on before you segue into the next section of the conversation.

Tell your story: (3-10 minutes): We would like to present you with an opportunity to sponsor our South Mecklenburg High School Band. The Marching Sabres have a long tradition of excellence. We have won Grand Champion and first place awards numerous times. In addition to the competitions, the Band supports our athletic teams by providing half time shows and slide line music. We support the community by hosting community rummage sales, performing at Veteran's Day concerts, hosting Friends and Family Night and supporting community events like Matthews Alive. Music education has a positive impact on students and on their academic success. With the rising costs of our program and reduced funding, it is becoming increasingly difficult to raise the money that we need to operate. The band must pay for instructors, equipment, travel and new instruments.

Ask for involvement: (5-10 minutes): We have the following Sponsorship opportunities (show and explain flyer various sponsorship levels). As a 501 (c) non-profit organization, all of your contributions will be tax deductible. With your permission, we would like to recognize your contribution by placing your name on...(refer to various opportunities to display logo from sheet). Is sponsorship something you would be interested in?

Handling a Yes Response: If you receive a yes, have the business identify the sponsorship level and complete the forms. Make sure you show your appreciation by thanking your sponsor and letting them know how much you appreciate their time and donation.

Handling a No Response: If you receive a no, respond by saying "we were hoping you'd be interested in the XXX level (you decide based on previous sponsorship or size of business)" "We'd be grateful to receive anything you are interested in donating to our Band program." If they still say no, add "we also hold silent auctions during our several band events." Would you be able to donate merchandise, gift cards or services that can be auctioned?

If the business owner/manager decides not to participate, thank them for their time. Remember, not all of your calls will lead to sponsorships or donations. Don't worry about it or take it personally. Consider your overall goals and other opportunities to get sponsorships. It's not unusual to receive a "no" answer especially since many other groups are asking for similar donations. That's why it's important to carefully select the businesses you visit and try to select those that you know or frequent often.