

Developing A Strong Sponsorship Relationship in Your Community

January 23, 2013

SCHOOL DISTRICT OF



FORT • ATKINSON

Sponsorships – Why for School Districts?

- Budgets are getting tighter
- Want to sustain a level of programming and infrastructure
- Expand relationships with local businesses
- Minimize fundraising requests



Sponsorships – Planning!

Needed deliberateness and preparation before aggressively enacting the policy

- Maintaining the integrity of the schools
- Maintaining excellent relationships with our business community
- Needed a credible business person who is a conduit to the community

Sponsorships – Why for Businesses?

- Exposure for local businesses (not necessarily a national brand)
- Return on local business person's investment
- Marketing local products to youth (future customers)
- Building support for local businesses

Jones Dairy Farm



***\$37,500 to Technology
Education Program***

Sponsorships – Planning!

Develop a sponsorship packet

- Suggested sponsorships based on costs of needs
- Giving potential businesses and individuals ideas for sponsorship



Sponsorships – Getting the Word Out

- Speaking to the Chamber Board
- Hosting executive breakfast meetings
- Meeting one-to-one with interested business leaders following presentations
- Other publicity (radio, newspaper, website, board meetings, newsletters, staff meetings)

Sponsorships - Process

Sponsorship Committee

- Director of Business Services (Chair)
- Two School Board Members
- One Chamber Member
- One At-Large District Staff Member
- Admin and Staff from Impacted Buildings/Programs

Two deadlines for applications

Meet with sponsor prior to committee

Any proposals over \$20,000 goes to Board

SCHOOL DISTRICT OF



FORT • ATKINSON



Welcome to Blackhawk Stadium
"Home of the Blackhawks" **A**

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[]	DOWN	TO GO	BALL ON	QTR	[]	[]	
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HOME OF THE

BLACKHAWKS



ELECTRIC BOARD

CHARGERS

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T.O.L.

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T.O.L.

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MUSTANGS

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DOWN

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TO GO

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BALL ON

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QTR

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Jones Dairy Farm **STADIUM**





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VOLLEYBALL
9 81 82 95 01

HOME		GUEST
BONUS	POSS PERIOD POSS	BONUS
FOULS	PLAYER	FOULS
SCORE	MATCH	SCORE

GIRLS CROSS COUNTRY
CONFERENCE RELAYS
08 97 98 99

WRESTLING
61 63 64



BANK AT HOME

PremierBank

Welcome to the PremierBank Gymnasium



[Sponsorships]

Inviting and allowing sponsorships
has brought in

\$197,000 in revenue

SCHOOL DISTRICT OF



FORT • ATKINSON

[Sponsorships]

Lessons

Learned.....

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Questions?

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