# Developing A Strong Sponsorship Relationship in Your Community

January 23, 2013







### -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



#### Fones 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

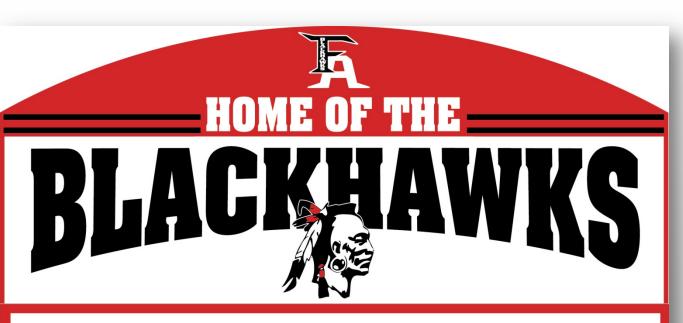
Any proposals over \$20,000 goes to Board























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#### Sponsorships

Inviting and allowing sponsorships has brought in

\$197,000 in revenue





#### **Sponsorships**

## Lessons Learned.....











