



BETTER ATHLETES
BETTER PEOPLE

How to Approach a Sponsor

You can use several different strategies when approaching potential sponsors. Some boards of directors look for general league sponsors and then use the money for league expenses. Other leagues try to find one sponsor per team. If a business sponsors a particular team, the name of the business is often put onto that team's uniform.

Sponsors are often more willing to sponsor a specific item, such as the uniform cost for a team or the purchase of goal posts for the league, than just give money to the league for general purposes. The sponsor then knows exactly what his money is going to and his name may also be put on that item specifically. Sponsors are also more eager to sponsor leagues that are official nonprofit organizations. A sponsor may be more hesitant to offer money if he cannot get a tax write-off.

When approaching a sponsor, be prepared with information about the league, ideas on how the sponsor's name would be promoted, and a number of how much you would like the sponsor to give. Bring the potential sponsor a packet of information about your league, such as the age, gender, and residency of participants, league mission statement, and other structural information. In that packet, include information on the ways that your league would promote the sponsor, such as at Opening Day, on the back of uniforms, etc. If possible, try to find out if the business has sponsored other leagues, and how much it generally gives. When deciding on how much you want to ask the sponsor for, take that number into consideration. If you are trying to get the sponsor to cover a particular expense, like uniforms, then ask the sponsor for the amount that would cover that cost.

For more Resources, visit: www.PCDevZone.org
For more information on Positive Coaching Alliance, visit: www.PositiveCoach.org