

Sponsorship Checklist

Keep in mind you are representing Hawkeye Community College when you are addressing prospective sponsors—treat them with respect and look professional.

1. Create a **mission statement**.
 - What are you trying to gain from this project?
 - What type of investment are you willing to commit to this project—your time, talent, and/or money?
2. Create a **timeline**.
 - When you will make initial contacts?
 - When will you make follow-up calls?
 - When do you need to have everything received?
 - When will the event/project be held?
 - When will the event/project be completed?
3. Create a **budget**.
 - What expenditures will you have?
 - What is your plan if you do not raise the money you need for your project?
 - Will you return the money to your sponsors?
 - Will you scale your project back?
4. Create a **letter** to send to prospective businesses.
 - Have letter approved by Student Life Coordinator.
 - Print letter on Hawkeye letterhead.
5. Compile a **list of organizations** you would like to approach for sponsorships.
 - What are the top 10 organizations that would have the most interest or connection to what you are doing?. People will give to an organization because they believe in the cause the organization supports.
 - Determine the appropriate contact person as well as direct phone number for each organization. Generally the company president does not have time to discuss sponsorships.
 - The list must be pre-approved by the Student Life Coordinator. Significant sponsorships must also be approved by the Foundation Office.
 - Sponsorships cannot come from nonprofit organizations or businesses that would not be viewed as family-friendly establishments i.e. bars, tattoo parlors, etc.
6. Send **thank you notes** to participating organizations within one week of their commitment.
7. Create an **in-person contact plan**
 - How will you acknowledge/address your prospective sponsors?
 - Know in advance how you will start and end the conversation.
 - Keep your presentation relevant and brief.
 - Everyone should be consistent with what they are saying.

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