



2021-2022 SEASON

Parent Guide for Sponsorship - Questions & Answers

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1. How do I find sponsors?

Finding Sponsors

Whether you are searching for monetary and/or in-kind donations, you can obtain funds from sponsors in a number of ways. It is important to keep a few points in mind when approaching a potential sponsor:

- Plan ahead. Businesses need time to consider their options and are unwilling to support an unorganized event.
- Set realistic goals. Start small – do not expect or only ask for \$2500 donations
- Build a contact list of people of businesses in the community that could be potential sponsors. Consider your family and friends contacts and have them make an introduction for you.
- Put your sales hat on. Consider how sponsoring your events will be beneficial for their business. For example, partnering with WAC will help companies build awareness about their service/products and/or demonstrate their commitment to the community
- Ask for sponsorship dollars and/or products from potential sponsors in a timely manner via phone/letter/email, and follow up if you don't hear back.
- Send a thank you letter/email to your partners after receiving donations; you never know when you will need to work with these businesses again.

2. What do I say when I contact a sponsor?

Whether it is in person or over the telephone, here is a sample script for you to use to guide your conversation:

Hi [*insert potential sponsor's name*]! My name is [*insert name*] and I am a parent with the Windsor Aquatic Club - a non-profit club with over 150 swimmers competing from Novice to National level competitions. We also have a beginner (Swim 4 Success) program where we teach children basic swimming skills – the stepping stone to competitive swimming and where they hopefully develop the love of the sport. Many of our competitive swimmers are currently ranked provincially and nationally, representing our club across both Ontario, Canada as well as internationally. Our goal is to develop athletes of all ages and levels of ability to their full potential. 2020 marked the 50th anniversary of our club!

On [*following dates*] we are holding events called [*name of event e.g. Border City Invitational, WAC Invitational, WOSA Regionals etc.*] and we are looking for potential sponsors from the community. Our goal is to raise monies for pool time, coaching and training equipment for all swimmers. We offer different sponsorship opportunities to benefit your business, while raising awareness and funds for the Windsor Aquatic Club.

Are you interested in learning more about our sponsorship opportunities? [*If answer is yes, discuss how their business can benefit from sponsorship or providing products for our event. Make sure they understand our cause and why they should participate*].

[*End of conversation*] Would you like me to send you more information about sponsorship and how you can tap into this advertising opportunity?

Thank you for your time. I look forward to working together!

Tips:

- Introduce yourself right away (your name and that you are calling on behalf of the Windsor Aquatic Club).
- Speak SLOWLY and CLEARLY.
- Acknowledge their time limit, "I know you are busy and your time is limited, but I really appreciate if I could take just a few minutes of your time to talk about possible sponsorship opportunities with the Windsor Aquatic Club".
- Be prepared, know what you are pitching and be ready for potential questions (such as – "why should I sponsor your club": answer by stating benefits and helping them understand what the club is about.
- If there is anything you are not able to answer, don't hesitate, tell the person you will find the answer and call back.
- After the call, take the time to note what went well and what you could have improved.

3. What information can I bring to give a potential sponsor?

On the WAC website under the SPONSORSHIP Info section, there is a "**Letter for Potential Sponsorship**" and the "**WAC Sponsorship Package**" for you to print off and give to the potential donor.

Review the package before meeting with the potential sponsor so you are familiar with the information. Things to consider – how long the club has existed, number of swimmers

4. What do I do next after I have secured a sponsor donation?

Make arrangements to pick up the donation. Prior to picking up the donation, remind the organization that the donation should be made in a cheque made payable to 'Windsor Aquatic Club'.

Don't forget to bring/send the business/organization a '**Thank you Letter**'. This can be found under the Sponsorship Tab as well.

Once you have the donation in your hand, contact the meet manager to arrange pick up/drop off. She will make sure the sponsor gets what they have paid for (ex. advertisement on the website, advertisement at swim meets, etc).

WAC Sponsorship Leads:

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