

# Tips for Securing Field Day Sponsors

When sponsors partner with your school, they get to support the students in their community while also advertising their business (sponsors typically have their logo on promotional materials; and even on the back of event T-shirts).

Committing to the Field Day sponsorship process isn't as daunting as some may think. In fact, we've provided you some simple steps below and resources to help make this an easy and rewarding process for your school.

**These 6 steps will make the process of collecting sponsors simple and easy:**

1. Determine Your Fundraising Goal
2. Brainstorm Potential Sponsors
3. Create Sponsorship Packages
4. Go Get Sponsors!
5. Collect Sponsor Checks & Logos
6. Place logos on Event Promotional Materials
7. Thank Your Sponsors

## STEP 1: Determine Your Fundraising Goal



## STEP 2: Brainstorm Potential Sponsors

After you've set your goal, you're ready to brainstorm potential local business sponsors. Grab a few members of your PTA/PTO to help you. Below are three suggestions for the most common types of sponsors.

### Businesses in the Community

Think of businesses your PTA/PTO members have relationships with, as well as ones that are close to your school. Below is a list of the most common types of businesses that may make great sponsors.

- Construction / Engineering / Home Improvement
- Doctor / Hospital / Dentist / Orthodontist
- Restaurants
- Fitness / Sports
- Real Estate
- Automotive
- Child Services / Education / Tutoring / Summer Camps

### Parents of Students

Most parents own, work for, or know of a business that would love to sponsor your school. Let your parents know that you're looking for business sponsors for Field Day. You may be surprised at how many businesses you get through this approach.

## STEP 3: Sponsorship Level

Now that you know your financial goals and have a list of potential sponsors, it's time to create sponsorship levels. Every community is unique, so we recommend you customize your sponsorship levels for what you think will work best in your area.

### **Sleeve Ad (\$1000)**

- Ad on the sleeve of Field Day T-shirt
- Information table at the Field Day (no selling/no food)
- Company signage (provided by company) to display at Field Day
- Name announced at Field Day and listed on other promotional materials
- Sponsor logo placed on School/PTA/PTO website or Facebook page
- One Field Day T-shirt
- Framed sponsorship thank you certificate

### **Premium Ad (\$750)**

- Large logo on the back of Field Day T-shirt (above or below the track)
- Company signage (provided by company) to display at Field Day
- Name announced at Field Day and listed on other promotional materials
- Sponsor logo placed on School/PTA/PTO website or Facebook page
- One Field Day T-shirt
- Framed sponsorship thank you certificate

### **Regular Ad (\$500)**

- Medium ad on the back of Field Day T-shirt
- Name announced at event and listed on other promotional materials
- Sponsor logo placed on School/PTA/PTO website or Facebook page
- One Field Day T-shirt
- Sponsorship thank you certificate

### **Name Ad (\$250)**

- Name on back of Field Day T-shirt
- One t-shirt
- Sponsorship thank you certificate

### **STEP 4: Go Get Sponsors!**

Schools tend to be more successful at getting sponsors when they use a variety of communication channels (i.e. email, snail mail, social media messaging, in-person ask, etc.)

### **STEP 5: Collect Sponsor Logos**

You have a committed sponsor! Now what? We recommend asking for their payment to secure their placement (all money is given directly to your school/PTA/PTO). Then, ask for the business logo they would like on the shirt or how they'd like their name listed (depending on their sponsor level).

### **STEP 6: Place Event Logos on Promotional Materials**

It's important you deliver on every aspect of the sponsor level for each business and that begins with ensuring those businesses are promoted to families as you are preparing your event flyers, social media posts, designing event T-shirts, etc.

### **STEP 7: Thank Your Sponsors**

It's a BIG deal when sponsors commit to partnering with your school so make sure to thank them well. An in-person visit with a thank you letter and certificate and even an event T-shirt is often a big hit. And, thanking them well will make them feel valued and more likely to sponsor another school event in the future.