



SPONSORSHIP PACKET

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SECTION I: INTRODUCTION

Are you a student leader in search of sponsorship for your Autism Speaks U events and/or chapter? Partnering with local businesses in the community will help to fund your efforts for Autism Speaks, brand your events, and help raise money for those affected by autism.

Finding Sponsors

Whether you're 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 \$10,000 donations.
- Build a contact list of people/businesses in the community that could be potential sponsors. Consider your friends and families 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 instance, partnering with Autism Speaks U will help sponsors to build brand awareness and loyalty, demonstrate their commitment to the community and develop a constituency to place their product in their hands.
 - Note: do not offer exclusivity rights to sponsors. Dominos can donate pizza at an event, but you can't guarantee that no other company will donate food.

- 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 for an event; you never know when you will need to work with these businesses again.

Why You Want Sponsors

Holding successful awareness and fundraising events can require funding. There are several benefits your event and/or chapter can acquire by having sponsors. These include:

- **Boosting Credibility:** By showing your peers and community that you have the financial support of one or more local businesses, you gain credibility on and off campus. When individuals see company logos on your promotional materials and at your event they understand the significance of your cause and may be more likely to volunteer/attend your events and donate to Autism Speaks.
- **Increasing Participation:** Having sponsors enables you to hold larger scale events that can attract bigger crowds. Funding from local businesses helps you to purchase refreshments, decorations and prizes for competitions. It can also help you to achieve/exceed your fundraising goal. If students recognize the brand of a familiar restaurant or retailer they may be more willing to attend your event.
- **Holding more and larger events:** As your event/chapter develops and you begin to grasp the planning process better you can organize events that require more funding and draw in bigger crowds, such as a benefit concert or a walk/run on campus.

Small and large companies are constantly looking for sponsorship opportunities ... **all you have to do is ask!** Take advantage of these opportunities to increase event participation and awareness while raising funds for Autism Speaks.

Example of Sponsorship Opportunities:

- Ask Dominos to donate 10 pizzas every month to your event meetings.
- Get a local printing company to make t-shirts for your event in exchange for including their logo on the shirts.
- Have local stores and businesses donate gift certificates to spark attendee competition and turnout. These can range from iTunes gift cards to pizza coupons to gift certificates.
- Hand out gift baskets filled with the sponsor's products (whether that is snacks, swag with their company logo on it, coupons, etc).
- Print the sponsors' logos on banners, flyers, plates, napkins and any other event promotional materials.

SECTION II: TELEPHONE OUTREACH – SAMPLE SCRIPT

Hi [insert potential sponsor's name]! My name is [insert name] and I am an Autism Speaks U Student Leader at [school name]. This program is designed for college students who host awareness and fundraising events in order to raise money and awareness for Autism Speaks.

On [date] we are holding an event called [name of event] and are looking for potential sponsors from the community. Our goal is to raise [amount] in order to [goal of event]. We offer different sponsorship opportunities to benefit your business, while raising awareness and funds for Autism Speaks.

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

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

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

Tips

- Introduce yourself right away (your name and what organization/club you are calling from).
- Speak SLOWLY and CLEARLY.
- Acknowledge their time limit, "I know you're busy and your time is limited, but I really appreciate if I could take just a few minutes of your time to talk to you about possible sponsorship opportunities with Autism Speaks U."
- 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 the cause of Autism Speaks).
- Know the facts; some people may not know much about autism and/or its prevalence.
- 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 your call, take the time to note what you did well and what you want to improve.

SECTION III: SAMPLE THANK YOU LETTER

Dear [Sponsor Name]:

On behalf of the [chapter chapter and/or school name] and Autism Speaks U, I would like to thank you for partnering with us for our [event name]. Your commitment to [spreading autism awareness/advocating for the autism community/raising funds for Autism Speaks] has given us a powerful voice in the local community and allowed us to make a contribution to those affected by autism.

[Name of event] was able to raise [number raised], and our organization will continue to help change the lives of those affected by autism through our initiatives at [school name]. With your contribution, you haven't just helped us further autism research, increase awareness about autism spectrum disorders, and advocate on behalf of people with autism and their families. You've also assisted us in the ability to offer invaluable help and hope to thousands of people whose lives are touched by autism every day.

We thank you again for your generous support of our efforts and hope to work with you on our future endeavors.

Best,

[Your name and position in chapter, if applicable]

Autism Speaks U Student Leader

SECTION IV: CORPORATE PACKET TO SEND TO SPONSORS

Modify the packet below with your event information and send to sponsors

(Date)

Greetings [insert sponsor name here],

My name is [insert name] and I am an Autism Speaks U student leader at [school name and club name if applicable]. The members of the [school came], are hosting the [Event Name] event to raise money for Autism Speaks. Autism Speaks U is specifically designed for college students who host events in order to raise funds and awareness for Autism Speaks, while supporting their local autism communities. We would like you to become a sponsor of our [Event Name] to benefit autism awareness and help those affected by autism.

Autism is a complex brain disorder that inhibits a person's ability to communicate and develop social relationships, and is often accompanied by behavioral challenges. Autism spectrum disorders are diagnosed in 1 in 88 children and 1 in 54 boys in the United States. The prevalence of autism has increased tenfold in the last decade. Your sponsorship will help Autism Speaks fund critical research, programs and services for families affected by autism nationwide.

[Event Name] will be held at [Venue Name and address] from [start time] – [end time], the event aims to raise vital funding for Autism Speaks to carry out its mission and to increase awareness about autism and the tireless efforts of Autism Speaks.

Enclosed are details about the marketing value associated with sponsorship of the event. Please do not hesitate to contact me with any questions or concerns. I look forward to speaking with you about our potential partnership and your support of [school name] with Autism Speaks U.

Thank you for your consideration.

Sincerely,

(Name of individual planning the event)
(Position of individual planning the event)
Autism Speaks U (School Name)

Autism Speaks' Mission

At Autism Speaks, our goal is to change the future for all who struggle with autism spectrum disorders.

We are dedicated to funding global biomedical research into the causes, prevention, treatments, and cure for autism; to raising public awareness about autism and its effects on individuals, families, and society; and to bringing hope to all who deal with the hardships of this disorder. We are committed to raising the funds necessary to support these goals.

Autism Speaks aims to bring the autism community together as one strong voice to urge the government and private sector to listen to our concerns and take action to address this urgent global health crisis. It is our firm belief that, working together, we will find the missing pieces of the puzzle.

Today, it is estimated that 1 in 88 children and 1 in 54 boys is diagnosed with autism, making it more common than childhood cancer, juvenile diabetes and pediatric AIDS combined.

Autism receives less than 5% of the research funding of many less prevalent childhood diseases and costs the nation \$126 billion per year. Studies suggest boys are more likely than girls to develop autism and receive the diagnosis three to four times more frequently.

Autism Speaks. It's time to listen.

About [Event Name]

Ex: Karaoke Competition.

“Karaoke for a Cause” is a talent competition where individuals and groups sing/perform one karaoke song before a panel of judges. The competition will include performances from the musical genres rock, country, rap, and R&B/soul. After all entrants have performed judges will select the overall winner. Prizes will be awarded for first, second, and third place.

Date:

Location Address:

Time:

Benefits of Sponsorship

Sponsorship is about purchasing the right to associate your organization with an event in order to increase sales, connect with your target audience, and/or heighten your organization’s image. It is about being a good corporate citizen while at the same time gaining access to people who may want to do business with your organization.

In return for your investment in the [Event Name] event, your organization will have excellent opportunities to:

- Be exposed to an audience of more than [number of students on campus] on the [School Name] campus—both male and female—as well as alumni that live in the area, and university/college personnel.
- Network to promote your product or service.
- Showcase your organization in a new and innovative way.
- Position your organization as a friend to the university/college community.
- Associate your organization with Autism Speaks, the nation’s largest autism science and advocacy organization.
- Be mentioned in any media interviews promoting the event.

2011 Corporate Sponsorship Levels

Corporate sponsorship dollars and in-kind donations are helpful when organizing a successful event and maximizing the dollars donated to Autism Speaks. Below is a table of sponsorship types, levels, investments and benefits. You will also find a listing of in-kind donation opportunities and their correlating benefits, all of which can be modified for your event.

Sponsorship Types, Levels, Investments and Benefits

Level of benefits you receive will depend on your contribution.

Sponsorship Benefit	Bronze \$150-\$299	Silver \$300-\$499	Gold \$500-\$999	Platinum \$1,000+
Logo placement in event collateral (i.e. posters)			X	X
Logo/Name in pre-event communication to registered participants	X	X	X	X
Logo on "Thank You" board at event registration	X	X	X	X
Acknowledgement in media releases			X	X
Logo on tournament t-shirt		X	X	X
Logo in event advertising		X	X	X

Prize Donations: We offer two levels of donations towards prizes for this event.

Donation Types, Levels, Investments and Benefits

Level of benefits you receive will depend on your contribution

Sponsorship Benefit	Gold \$100 -\$199	Platinum \$200 +
Promo table at event		X
Logo on event T-shirt		X
Logo/Name placement in pre-event communication to participants	X	X
Logo on "Thank You" board at event registration	X	X
Acknowledgement in media releases		X
Logo in event advertising flyers		X

[Event Name] Publicity Campaign

The [Event Name] promotional campaign will be aimed directly at the more than [# of students at school] students on [School Name] campus as well as other surrounding area Colleges to recruit individuals to participate in this event. Target audiences identified are:

- [Number of] Academic/study related clubs/organizations/societies within our Student Association.
- [Number of] Greek Life Organizations
- [Number of residences on campus] residence hall communities
- General [Closest City Name] Population

Promotional tactics include:

- Flyers around campus
- Appearances at organizations' meetings
- Local area newspaper advertising
- Chapter website advertising
- Releases to local media
- Attempts for in-person media interviews and strong story placement

Sponsorship Conditions:

Sponsorship funds will contribute to the promotion, planning and operation of the event. Funds will be used to subsidize the cost components such as printing, promotion, purchasing of supplies, prizes, etc.

Sponsorship conditions are negotiable and the event organizers are open to discussion of other special requirements or sponsor benefits.

Sponsors are responsible for producing and providing their own promotional materials.

Sponsorship dollars are required to be paid in full within seven business days of signing the Sponsorship Agreement. **Checks should be made out to Autism Speaks.**

Corporate Sponsorship Contact Details

For any inquiries about sponsoring the "[Event Name]" event, contact:

[Name of individual planning the event]

[Position of individual planning the event]

[Phone number of individual planning the event]

[Email Address of individual planning the event]

CORPORATE SPONSORSHIP FORM

Thank you for joining Autism Speaks U [School Name] in our effort to support those affected by autism.

Fill out the form below and return it to [Event Contact Name and Information].

Yes, we will sponsor this event to support Autism Speaks!

Business Name:	
Contact Name:	
Address:	
Phone Number:	
Email Address:	

Sponsorship Level: (Circle level of choice)

BRONZE

SILVER

GOLD

PLATINUM

Donation Amount: \$_____

Delivery/Pickup: I will mail my payment.

I would like to arrange for pickup.

Please make checks payable to: **Autism Speaks** and return to:

[Name of individual planning the event]

[Address]

[Address]