

# GUIDE TO ASKING BUSINESSES & COMPANIES TO BE CORPORATE OR LANE SPONSORS

## Who Do I Ask For Sponsorship?

Throughout your day you may be in touch with executives and representatives from **departments within your own company** as well as from **the companies you do business with** or perhaps you know the owner or manager of **your local dry cleaner, bakery, hardware store, appliance store, etc.** Make a list of all possibilities. These companies may be unable to provide teams to participate in the **Bowl-A-Thon**, but are often quite willing to support your efforts and/or JA's educational programs within their own community.

## How Do I Approach Them and What Can I Offer?

After you have made up your list of who you will approach, you can either make a verbal request that they consider becoming a sponsor for this year's **Bowl-A-Thon**, or you may write them a letter (a sample letter is enclosed in your packet) with a personal follow up later. Include the corporate sponsor form with either the verbal or written request. There are two types of sponsorships available.

- **Corporate Sponsorship** - five incremental levels from \$500 to \$10,000, with entitlements according to amount donated (see Corporate Sponsor Form). All 5 levels include identification of their company name and, at the higher levels, company logo as well, on the annual Bowl-A-Thon tee shirt.
- **Lane Advertising Signs** - donations from \$100 to \$300 earn the sponsor one or more professionally printed signs bearing the business's name and message for display at the bowling center of their choice. Remember, there are several bowling shifts at each site, so advertising reaches a broad audience. All Lane Sponsors will be given a sign for display at their own business site demonstrating their support of Junior Achievement.

## What is the Proper Procedure?

Complete your section of the appropriate sponsorship form accurately and legibly (**critical to receive prize credit**), and ask the sponsoring company to complete the rest of the form with the information needed. Collect the company's sponsorship payment and remit it, along with the completed form, to the JA office. Keep a copy for your own records. All checks are payable to **Junior Achievement of Western Connecticut**. Please be mindful of submission deadlines and always confirm that JA has received them... We cannot guarantee either tee shirt placement or lane sign completion if orders are missing or received late. Also, remind sponsors that their donation is tax deductible.

**Please, for your own protection, be sure to fill out your portion of all order forms completely and accurately** before sending them to Junior Achievement. **Also**, include all Lane Signs and Corporate Sponsor information, along with their dollar amounts, on your pledge sheet. Be sure to indicate if the sponsor pledges have already been sent to JA so that there is no duplication of records. **Mail or fax forms to the JA office. deadline for Corporate Sponsors to be included on the tee shirt is Friday, October 16<sup>h</sup>. The deadline for Lane Advertising Signs is Friday, October 23<sup>rd</sup>.**