

Sponsorship Phone Call Guide

TechHOUNDS Robotics

**Note: You MUST have approval from Jackson Otto
(techhoundssponsorships@gmail.com) BEFORE contacting ANY
sponsors!**

Personal Notes:

Company Information [BEFORE Contacting]:

Name:

Phone Number:

Primary Contact (if applicable):

Additional Information:

Make phone call

Phone Call Information:

Date of Call:

Time of Call:

New Contact (i.e., person in charge of sponsorships):

Willing to Sponsor (Yes/No):

Additional Notes:

How to conduct a phone call:

Intro: Phone calls are often the best way to secure a sponsorship. However, the process differs between communicating with potential sponsors you have a connection with and potential sponsors you do *not* have a connection with. Below are two general formats with a sample script. You do not have to use this format exactly – use your common sense and talk based on where the conversation is naturally flowing:

If you **know** the person you are calling:

1. (1-2 sentences): Pleasantries (“Hi, Aunt Jane!”; “Hello, Mr. Johnson, it great to talk to you again.”; “Hi, Mrs. Davidson. This is Jacob, Marcie’s son”)
2. (1): Say the words “Seeking a sponsorship for the Carmel High School TechHOUNDS Robotics Team”.
3. (1-2) Describe what we do (“inspire students to pursue careers in engineering and science”; “compete in the FIRST robotics competition with 3100 teams internationally”; “learn real-world engineering skills”)
4. (1-2) Describe team outreach (“We also bring engineering education to our community, with events like the Women in Technology Workshop and FIRSTSTEP summer camp”)
5. (1) Are you/your company interested in sponsoring?
6. If no:
 - a. “Thanks for your help! Please let me know if anything changes and you would be able to sponsor us.”
7. If yes:
 - a. “That’s great! I’ll send you our sponsorship form, which details the media coverage provided for each level of sponsorship. “
 - b. If you don’t have their email:
 - i. “Could you tell me your email, please, so I can send the form your way?”

If you do **not know** the person you are calling:

1. (1) “Hello, I’m _____ and I’m calling on behalf of the Carmel High School TechHOUNDS. Could you please direct me to the person in charge of corporate sponsorships?”
 - a. Repeat until you reach the correct person (They will likely respond with “This is she” or “That’s me!”)
2. (1) Say something like: “Great! Again, I’m calling seeking a sponsorship for the Carmel High School TechHOUNDS Robotics Team”
3. (1-2) Describe what we do (“inspire students to pursue careers in engineering and science”; “compete in the FIRST robotics competition with 3100 teams internationally”; “learn real-world engineering skills”)
4. (1-2) Describe team outreach (“We also bring engineering education to our community, with events like the Women in Technology Workshop and FIRSTSTEP summer camp”)
5. (1) Would [name of company] be interested in sponsoring?

6. If no:
 - a. “Thanks you for your time. Please call me back if anything changes and you would be able to sponsor us.”
7. If yes:
 - a. “That’s great! I’ll send you our sponsorship form, which details the media coverage provided for each level of sponsorship. Could you please provide an email where you can be reached?”