

Sponsorship Guidebook

TechHOUNDS Robotics

How to Obtain a Sponsor:

Obtaining a sponsor can take many different forms. Please visit the “Resources” tab under the TechHOUNDS website for access to a sponsorship flowchart, as well as sample emails and thank you letters. For your reference, a *basic* outline is provided below. Note that this is merely a framework for contacting a sponsor, rather than a detailed explanation - that can be found in the documents.

There are 4 major steps to take in obtaining a sponsor:

1. Finding a potential sponsor

Finding a potential sponsor is the easiest part of the process. In one of the initial preseason meetings, a list of sponsors that have given us money over the past 15 years will be posted on the wall. You can simply sign your name next to an unclaimed sponsor to secure your “rights” to it. However, **you must send an email to the PR Lead, Jackson Otto (techhoundssponsors@gmail.com) and receive a positive response before contacting the sponsor.**

You are also more than welcome to contact a company not on the list of previous sponsors. This could be a family member’s business, a company you visit often, or even just a random place. Feel free to ask your parents for their own contacts that could be interested in sponsoring. **You still must send an email to the PR Lead, Jackson Otto (techhoundssponsors@gmail.com) and receive a positive response before contacting the sponsor.**

2. Establishing contact with the sponsor

If you do not personally know an employee of the company you are contacting for the sponsorship, we suggest going online and finding a phone and email contact. Send an email asking for a sponsorship [see template online], and if they do not respond within three business days, make a phone call. When sending the email, be sure to include the TechHOUNDS Sponsorship Form.

If you do know someone at the company, make a phone call asking for a sponsorship. If it is a close relative or family member, try talking to them in person, if possible.

Note: A parent or grandparent paying cash is not considered a sponsorship. It must be through a company. If a family member owns a company, the company providing money *would* be considered a sponsorship.

3. Convincing the sponsor to provide money

Convincing a sponsor to provide money ranges in difficulty. Generally, it is *much* easier if you know an employee at the company - even easier if you know the owner. If this is the case, appeal to your relationship with the potential sponsor while talking about what TechHOUNDS provides.

If you do not know the person you are asking for the sponsorship, please refer to the General Team Information document on the website. This has basic information on what TechHOUNDS, FIRST, and FRC are and what they provide to individuals and the community, if your contact has any questions.

Below is the general format for an email or phone call **[use the “Phone Call Guide” on the website to record notes and for a more detailed script]**:

1. (1-2) Pleasantries
2. (1) Say the words “Seeking a sponsorship for the Carmel High School TechHOUNDS Robotics Team” – (Note: If you are connected to someone else, you must restart with the new person)
3. (2) Basic description of what we do (build robots, inspire students)
4. (2) Discuss team outreach (Women in Technology Workshop, FIRSTSTEP Engineering Summer Camp)
5. Are you interested in sponsoring?

4. Following up with the sponsor

This is the **most important part** of the sponsorship process. After TechHOUNDS receives the money, you will be notified and asked to **send your sponsor a thank-you letter. Do not delay in completing this!** This is vitally important in maintaining a professional relationship and can result in ruining business partnerships if not done properly. Please see the website for thank-you letter templates.