



Sponsorship

Training Guide

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What Is Sponsorship?

Sponsorship is a way for local businesses to contribute visibly to the work of Highland Terrace Parent Teacher Association (HTPTA) and provides us with an additional source of funds. In recognition of their support, we highlight and promote sponsor businesses to our school community.

Most of our sponsors are connected to Highland Terrace (HT) in some way. Some are HT parents who are also business owners, some are personal connections of PTA members, and others are businesses with an interest in reaching local families.

A Quick Overview of the Role

In a nutshell, the sponsorship role has two main parts:

1. **Engage sponsors.** Email prospective sponsors and bring them on board.
2. **Fulfill sponsor benefits.** Deliver the benefits that we promised to sponsors.

Everything Is Flexible

Like everything in PTA, this role is flexible according to how much time and bandwidth you have. The role can be shared with others; you don't need to do everything yourself! You can also expand or limit the scope of the job according to what works best for you.

See the [Modify the Role According to Your Capacity](#) section for what you can do if you have limited time or capacity to devote to the job.

Sponsorship Options

We currently offer two types of sponsorship packages: **directory** and **event**. Sponsors can be highlighted in the PDF student directory or promoted at our two biggest annual events.

Note: For tax reasons, avoid using the terms **ads** and **advertising** when referring to sponsorship benefits. Qualified sponsorship funds are non-taxable while advertising revenue is considered taxable income for non-profits.

Directory Sponsorship

The student directory is a PTA membership perk that goes out to current members each fall around the end of October. In the past the directory was printed, but we now send it out as a digital PDF.

Sponsors can choose between full page or half page promotional space in the directory. The promotional graphics are linked to sponsors' websites.

Event Sponsorship

Event sponsorship applies to HTPTA's two "flagship" annual events, Pancake Breakfast (early February) and Science Night (late May).

Benefits included in this package:

- We promote sponsors in event communications sent via the PTA newsletter, Facebook, and Instagram
- We highlight sponsors on the dedicated event pages on the PTA website
- We promote sponsors in printed signage posted at the events

The event package is a recent addition, introduced in 2022-23. It was originally planned for 2019-20 but had to be shelved due to the pandemic.

Packages and Pricing

You can find complete package information and pricing in **[Sponsor Tracking spreadsheet]** in the **Sponsorship folder** on the HTPTA Google Drive (Directory > Sponsorship).

Process

Contact Sponsors

The first step in the process is emailing businesses to invite them to become sponsors. This email push is the bulk of the work and happens at the beginning of the school year, from **September to the end of October**. This timing is dictated by the directory schedule, which typically goes out by the end of October.

Set a Deadline

Give sponsors a deadline to respond. For directory sponsors, this is also the deadline for sending images.

It's a good idea to choose a date at least a week before the directory is scheduled for release. This allows plenty of time for you to send over the directory promos and provides extra time for sponsors to turn in images. Coordinate with the Directory lead (if not you) and PTA Presidents on a good deadline.

Email List of Previous Sponsors

Start by contacting the list of sponsors from the prior year. You can find the contact list in **[Sponsor Tracking spreadsheet]** in the **Sponsorship folder** on Drive. There are many businesses that faithfully participate as sponsors every year.

You can use the example emails on the shared drive or write your own messaging. See the **[Repeat sponsor email template]** for example messaging for previous sponsors. Edit and update the template as needed.

Find and Email New Sponsors

After contacting the list of last year's sponsors, you can widen the net by reaching out to previous sponsors from 2+ years ago, other parents, or your personal contacts who might be interested.

[New sponsor email template] has example messaging you can use for new sponsors. Edit and update the template as needed.

Tip: We have the most success finding new sponsors from within the HT community. Consider partnering with the communication team to put together a call for new sponsors to send through the Orca Spout Out, PTA newsletter, and social channels.

You can also cold email local businesses, but this method generally has a low success rate. Look for businesses that are a good fit for a school-related organization or that would be interested in reaching families with kids.

Follow Up

If you don't hear back from a contact after one or two weeks, it's a good idea to send a quick follow-up email. Often contacts respond after the second prodding.

If you still don't hear back after the first follow-up, you can choose to send a final follow-up.

Track Everything

Use **[Sponsor Tracking]** to keep track of emails sent, responses, and invoicing.

Invoice

The PTA Treasurer handles invoicing. Once you've received a yes and have the necessary materials from a sponsor, notify the Treasurer to send out an invoice.

PTA Treasurer email: [email address]

We do not have an online payment option; sponsors can pay with cash or check only. Online payment is a frequent request from sponsors, however, and worth looking into for the future.

Fulfill Sponsor Benefits

The last part of the process is delivering the benefits included in the sponsorship packages.

Directory

Upload the directory graphics received from sponsors to the **Sponsorship folder** on Drive.

The sponsor graphics need to be added to the directory Word document for the current year and linked to sponsors' websites. If you're managing the directory you can handle that yourself, otherwise notify the Directory lead that sponsor graphics are uploaded and ready to be inserted into the directory doc.

Event Sponsorship

Upload all event sponsor graphics to the **Sponsorship folder** on Drive.

Create signage using the logos received from event sponsors. Example signage is located in the **[Sponsorship folder]**. You can use the existing sign templates or create your own.

Send the list of event sponsors, event signage, and all sponsor graphics to the lead organizers for Pancake Breakfast and Science Night. Coordinate on details like who will print out the signs and post the signage during event setup.

Submit receipts to the Treasurer to be reimbursed for any printing costs.

Example Timeline

Below is an example timeline to help with planning out tasks. It's meant to be a rough scheduling guide; you don't need to follow it exactly.

Note: The timeline below is linked from **[Sponsor Tracking spreadsheet]**. If you need to make changes to the timeline, edit the timeline in the tracking spreadsheet and the table below will automatically update.

September	
Week 1	Email list of previous sponsors.
Week 2	Find and email new sponsors.
Weeks 3-4	Send followup email to any who haven't responded.
October	
Week 1	Send final followup to any who haven't responded.
Week 2	Follow up with sponsors who need to send materials.
Week 3	Sponsor deadline. Add directory graphics to directory doc.
January	
Week 1 or 2	Follow up with any event sponsors who need to send materials and set a deadline.
Week 3	Coordinate with Pancake Breakfast lead on event signage. Create signage.

February	
Day before Pancake Breakfast	Post sponsor signage during event setup.
May	
Week 1	Coordinate with Science Night lead on event signage.
Day of Science Night	Deliver/post sponsor signage during event setup.

Modify the Role According to Your Capacity

You can easily spend a lot of time on this role, but you should only do as much as you're able. You don't have to do everything that's covered here. Here's how you can modify the role depending on your time and capacity.

Small Scope: I Have Limited Time/Bandwidth

Make the following changes:

- Remove the event package; offer the directory packages only.
- Email list of previous sponsors only. Don't worry about finding new sponsors unless one comes to you.

With these adjustments, you'll complete the job by the end of October.

Full Scope: I Want to Do Everything

Complete the job as outlined above. The full scope entails a year-long commitment, but most of the work is done in September-October. Implement your own ideas and improvements as you like.

Overview of Resources

For reference, here is a list of the documents mentioned in this guide. All documents are located in the **Sponsorship folder** on Google Drive.

- **[Sponsor Tracking spreadsheet]** For tracking sponsor contact info, emails sent, responses, and invoicing. Contains sponsorship packages and pricing information.
- **[Repeat sponsor email template]** Example email messaging for previous sponsors.
- **[New sponsor email template]** Example email messaging for new sponsors.

Need Help?

If you need help please don't hesitate to reach out. Get in touch with a former Sponsorship chair, the PTA presidents, or the Director of Ways & Means (if there is one). We're always happy to assist.

Past Sponsorship chairs:

- Kristi Bierut (2022-) - [email address]
- Susan Oliveto (2016-2022) - [email address]