

### **How do I contact potential sponsors?**

- Send notification to [PRDSponsorship@gmail.com](mailto:PRDSponsorship@gmail.com) of your intended visits
- Set an appointment or walk in to see the owner / manager of any company you do business with
  - Local coffee shop
  - Auto Mechanic
  - Hairdresser
  - Etc ...
- Send a request to [PRDSponsorship@Gmail.com](mailto:PRDSponsorship@Gmail.com) the for a list of potential sponsors
  - Walk-in to the business and have a meeting (or schedule one) with the owner or manager
  - Or ... call each company / person on the list to set up an appointment
- Call / visit the last sponsor you worked with for a referral
  - Intro
    - Greeting – good to see you again ...
    - Reinforce positive impact PRD has had on the sponsor
      - Increased business
      - Expanding demographic of customers
      - Etc ...
    - Ask for the referral (#1)
      - Can you think of anyone who would also benefit from PRD?
    - Overcome objections
    - Ask for the referral (#2)
    - Overcome objections
    - Ask for the referral (#3)

***I have someone on the phone/ in front of me ... what do I say?***

- Intro (Appointment Setting)
  - Who you are
  - Who you / the league is affiliated with
    - Providence Roller Derby
    - WFTDA
  - Who you need to speak with
    - Owner
    - Advertising Manager
    - General Manager
  - Why you are calling/visiting
    - To set up an appointment
      - If you are on site and are speaking with a decision maker, try to complete the appointment in the same visit
  - Set the appointment
  - Or ... overcome their objections (#1)
  - Set the appointment
  - Or ... overcome their objections (#2)
  - Set the appointment
  - Or ... overcome their objections (#3)
  - Update the [PRDSponsorship@Gmail.com](mailto:PRDSponsorship@Gmail.com) with the result of your visits/calls

***I'm here now ...what do I do?!?!***

The outline below was based on the sponsorship packet. Read, retain and understand the material in the packet and you will be able to apply it to the outline below.

**Basic Outline**

- Intro (Appointment / Visit)
  - Who are you?
  - Who is PRD?
  - PRD History - 2 or three facts
- 2009 Bouts
  - RICC
  - BOA Skating Center
- 2009 Events
  - DerbyTaunt Ball
  - Viking Party
  - Rock the Ink
- How sponsoring PRD can help promote your business
  - Who sees our bouts
  - Demographics
- Options available
  - Uniform sponsorships
  - Skater Sponsorships
  - Lead Jammer
  - Jammer
  - Pivot
  - Blocker
  - Program Ad's
- Identify deadline
- Ask for sponsorship – BEFORE you leave! (#1)
- Overcome objections
- Ask for sponsorship (#2)
- Overcome objections
- Ask for sponsorship (#3)
- Gather funds (to be delivered to sponsorship committee ASAP)

Remember ... you will likely have to ask for the sponsorship a few times before you get it ... no one likes being an easy sale so they will fight you a bit on it. Don't be afraid, you are not being pushy or rude if you ask a few times before your meeting is over.

Are you panicking because you are afraid you will forget what to say??? Print out your outline and staple it to the inside of a notebook. Take the notebook with you to the meeting and you can reference your notes without anyone knowing because it looks like you are making notes in your book.

**They said yes ... now what?**

- Complete and have signed the “Sponsorship Registration Form”
  - last page of the sponsorship packet
- Collect funds
  - Always issue a receipt for cash payments
- Collect art / logos etc ...
  - We suggest all materials be secured by the person collecting the contract and funds so that everything is in one central location.

**Once everything above is all together ...**

- Send an email to [PRDSponsorship@Gmail.com](mailto:PRDSponsorship@Gmail.com) with your status
  - Contract is signed
  - \$X was collected or X in services or goods have been / will be supplied
  - Method of payment
    - Check
    - Cash
    - Money Order
  - Your contact information
    - Cell phone / email
- Someone from sponsorship will contact you to set up a time and place to meet (this will likely be the next scheduled practice) It is our goal to gather all information within 72 hours of securing the sponsorship.

**What happens now?**

- The Sponsorship Team will ...
  - Send a confirmation and thank you to the sponsor including ...
    - Scanned copy of the contract
    - Copy of or receipt for payment made to PRD
    - Thank you
  - Forward the art / logo etc. to [PRDArtDirector@Gmail.com](mailto:PRDArtDirector@Gmail.com)
  - Forward all funds to Treasury or all goods to necessary parties
  - Notify bout production of all sponsorship related comp tickets involved
  - Forward any other information to all effected committees