



2022 Sponsorship Toolkit

Build Relationships and Generate Funding



National Treasurer's Council

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Asking for Sponsorships

Sponsorships are crucial for supporting the financial success of a state or chapter. They can help to support the ordinary expenses, reduce conference fees, increase programs, and enable more opportunities for members. For example, sponsorships could cover the cost of attending a state or national leadership conference. It can be nerve wracking to contact businesses asking for money, so follow our helpful guide to be sure you're putting your best foot forward.

Who To Ask

When asking for sponsorships, the first thing you want to do is begin building a list. The best place to start is with businesses where you have a personal connection. For example, your grandfather may own a small business, or your mother may work for a local bank. Sometimes the best connections are with a previous employer, so don't hesitate to reach out if the connection isn't current. However, you won't have a link to every business, so after making a list of businesses with connections, start to look at other businesses in your area.

The most successful sponsorships come from small- to medium-sized businesses related to the principles of FBLA. Local banks, lawyers, accountants, along with many other types of businesses are a great place to start. Avoid reaching out to large corporate chains unless you have a connection, as these requests are common, but rarely approved. Do your research ahead of time to figure out who to contact. If there's a business in your area that has a history of donating to charitable organizations or FBLA specifically, make sure to contact them.

Building the List

The most crucial part of asking for sponsorships is building a list with enough information. Create a google doc, sheet, or excel file to keep track of businesses, their contact info, addresses, how much you plan to ask for, and information about who within the organization you will contact. Organization is key.

Information like the business address and contact information is easy to find online with a quick scan of the company website.

Figuring out how much to ask for largely depends on the specific circumstance of your chapter or state. **It's important to remember that while sponsorships can help to generate revenue for the needs of your chapter or state, the priority should be on helping the business succeed.** How much you can ask for also depends on what you can offer and how well you can promote their business. Generally speaking, chapter level sponsorships range from under one hundred dollars to a few hundred and state level sponsorships range from a few hundred dollars to a few thousand. Use best judgement and work with your adviser to see what they think is reasonable.

The final step in building a list is finding a specific person who you can contact. If you have a connection to the business, this step is easy, and your list is done. Otherwise, the best way to find out who to contact is by doing your research. Check LinkedIn, the company's website, or call the company and ask for a recommendation. Most of the time this person will be a manager, someone in marketing, or a community relations manager.

How to Ask

Any FBLA member with the right practice and education can ask for a sponsorship. When building a list consider if you plan on having all members, some members, all officers, or some officers asking for sponsorships. The more members involved, the larger your list should be.

The act of asking for a sponsorship is often the most difficult part, but it doesn't need to be. The most common method of asking for a sponsorship is sending a letter and following up with a phone call. However, expect to utilize email communication and possibly even in person chats.

How you contact a business likely depends on how comfortable you are and how well you know the business. Regardless of how you contact a business, use clear language and speak to a person. Whether it's either over the phone or in-person, don't rely solely on email or letters.

Prepare a list of talking points and ideas that you want to get across. Ideally the business will read the letter you sent via mail or email ahead of time, but if not, cover the content of the letter while speaking to the business. The sponsorship letter is at the core of a successful sponsorship ask. A well-written letter will be opened, read, and considered in a timely manner. A poorly-written letter will be opened and thrown away. Work with your adviser to check for mistakes, content, and writing consistency. Below is an example of a letter that you could begin to customize:

While compiling your list of potential sponsors, keep the size of the business in mind. Don't ask a small business for a larger donation than they can reasonably provide. Also, don't be afraid to ask a large corporation for more. It's important to change your requested amount accordingly.



Dear Mr./Mrs./Ms. Smith,

Future Business Leaders of America works hard each year to provide high school students with the chance to develop necessary life skills that will help them thrive in the world of business. FBLA students learn skills in business, finance, economics, accounting, healthcare, banking, small business management, and so much more. Right now, we are raising funds for [CAUSE] and we are looking for sponsors to help us with this cause.

Our goal is to raise [AMOUNT] by [TARGET DATE]. Your donation will help to cover certain costs associated with this event. We are asking for the support of local businesses to make this possible. Will you support FBLA with a [SPONSORSHIP AMOUNT} sponsorship for the 2021–22 membership year?

At this event, FBLA members from around [YOUR STATE] can develop their networking abilities and hone their business skills. Students also participate in workshops and use their knowledge to participate in competitions that showcase their business prowess.

FBLA is a career student business organization that empowers young people to earn valuable knowledge and experience in the business world. FBLA boasts almost 200,000 members, and they are the next generation of innovators, employers, and employees. The business education provided by FBLA will help them in the future to be successful and productive members of our community. If building and aiding the future is something you are interested in, we would love to invite you to become a sponsor of FBLA.

We would be happy to talk more about how FBLA can create a partnership with your company in the future, so please contact us if you would like to get involved or if you have any questions about our organization. We have attached more information on sponsorship benefits and how to donate.

Thank you so much for choosing to support [YOUR CHAPTER OR STATE FBLA!]

Sincerely,

Max Provencher

Title

insert contact info here

Sponsorship Tiers

Tiers are a great way to ensure that a wide range of businesses can become a sponsor. Small businesses can provide a sponsorship on the lowest tier while large organizations can provide sponsorship on the highest tier. Tiers are also how you ensure your biggest sponsors receive the most benefits for their donations. One example would be a metal-themed tier list as shown below, but you can name these tiers whatever you want, and more levels can be added as necessary.

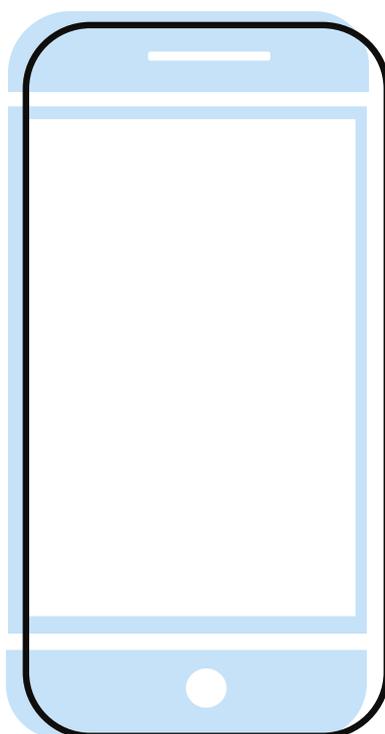
Each tier earns a certain benefit to ensure your sponsors feel appreciated. For example, the highest level of sponsors should be thanked multiple times throughout your event and receive recognition on your website/social media. Lower tiers should be thanked a few times and receive recognition on your website. By utilizing a tier system, you make sure your sponsors get the thanks they deserve.



Following Up

After you've sent your letter, follow up with the business approximately one week later over the phone. Ask them if they received your letter. If not, offer to email it to them, but be prepared to go over the important points. Try making your request over the phone to seal the deal. Think of the follow-up phone call as an elevator pitch; you have a short amount of time to sell the business on the "product" of FBLA. There are a few things to keep in mind when following up:

- Be patient. Wait at least a week after mailing the letter to call the business and give them plenty of time to think about sponsorships.
- Not everyone will want to sponsor FBLA, and that's okay. Don't harass them in an attempt to change their mind.
- Try to customize your follow-up. This is where it really helps to have a personal connection to the sponsor, but customization is still possible without it.
- Regardless of the outcome of the sponsorship ask, remember to thank them for their time and consideration.

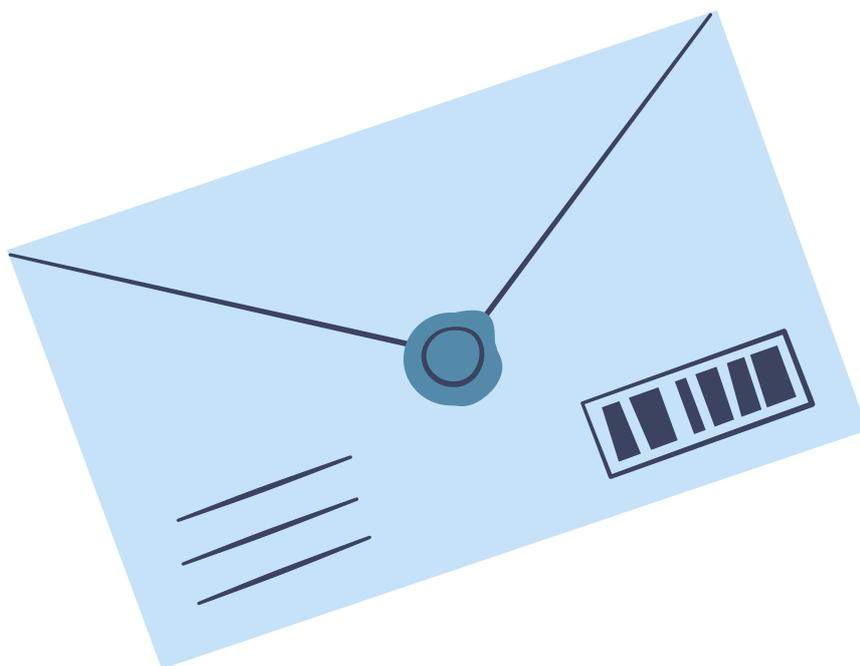


Thank-You Letters

When you have successfully received a sponsorship, it's important to send out a thank you letter. Ideally these would be handwritten and would go over the benefits of FBLA/your event again while repeatedly thanking the business. Letters don't need to be long or complicated but they should be sent no more than two weeks after receiving a sponsorship. Punctuality and professionalism go hand in hand! An additional thank you letter should be sent at the end of the year.

One Final Note

Make sure to double check spelling, formatting, and length. If you spell the name of the business or CEO wrong, the letter will not go very far. Keeping your communications brief is also important, an extensively long letter may scare away potential sponsors.



An aerial photograph of a city, likely Jakarta, showing a multi-lane highway with a flyover. The highway is flanked by modern skyscrapers with glass facades. In the background, a dense urban area with residential buildings and a large green field is visible under a clear blue sky.

Contact us

Feel free to contact the
National Treasurer with any
questions at fblatres@fbla.org