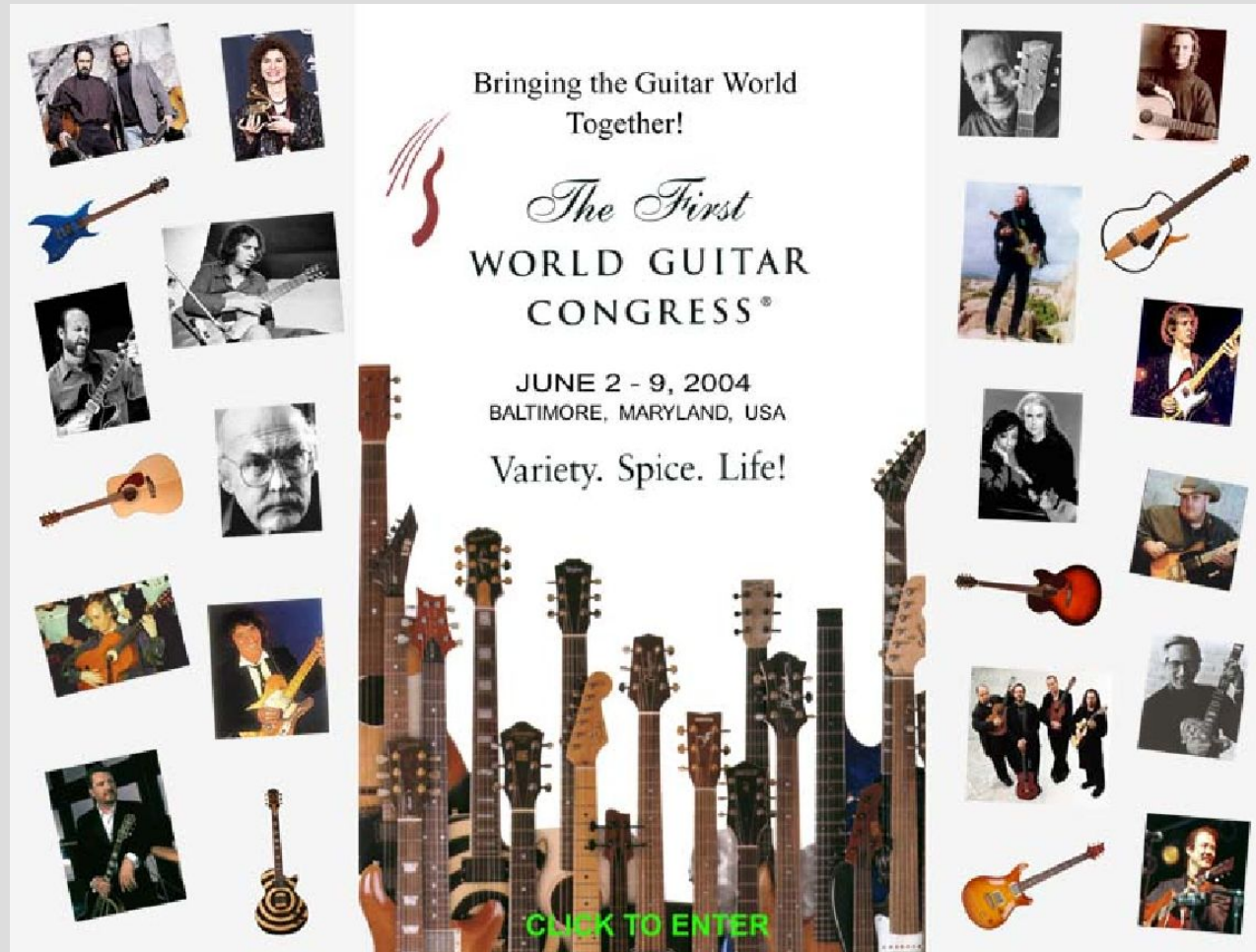


# Sponsors Group



Bringing the Guitar World  
Together!

*The First*  
WORLD GUITAR  
CONGRESS®

JUNE 2 - 9, 2004  
BALTIMORE, MARYLAND, USA

Variety. Spice. Life!

CLICK TO ENTER

Erin Kvedar • Amanda Mills • Caitlin McIntyre • Kara Harris



# Activity 1



- Creating and mailing letters to potential sponsors
- Reasons this activity will be effective
  1. Will make potential sponsors aware of the event
  2. Will make them gain interest by showing actual benefits of sponsorship
  3. Will allow them to evaluate the costs versus the benefits
  4. Will offer reasons to companies that may make them feel more obligated to sponsor, such as the Guitar Congress is a very worthy cause.
  5. Will want to sponsor for the increased visibility of their business that will result in economic gain.



## Activity 2



- Creating and mailing letters to potential sponsors

(first call by the intern, second call from administrator)

- Reasons this activity will be effective

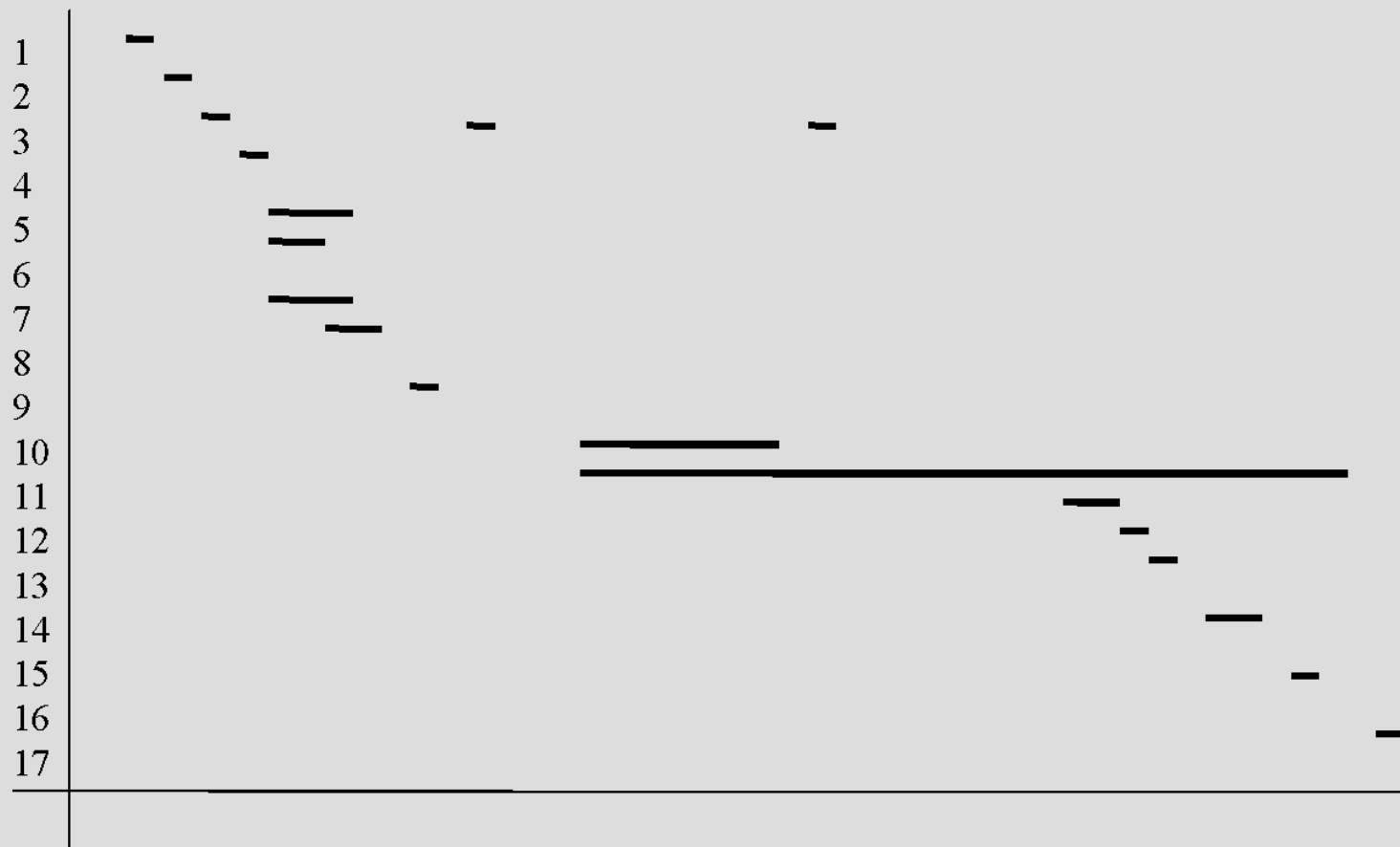
1. Intern will make sure the potential sponsor received the letter
2. Intern will find out if potential sponsor has any questions or needs any more information, which the administrator will provide.
3. The administrator will provide all information needed and answer all questions to receive a donation or sponsorship.



# Activities



## Timeline (December through June)



1. Meet with Towson University Client (**First week of December**)
2. Research what has already been done (who has agreed, who was initially contacted, were follow-up calls made, why did some sponsors decline, etc.) (**Second week of December**)
3. Brainstorm traditional/nontraditional potential sponsors (**Third week of December, sporadically throughout based on responses and need**)
4. Reduce list to probable sponsors based on criteria such as does the sponsor already support Towson in another way, does the potential sponsor have a conflicting interest, etc. (**Third week of December**)
5. Create a database with the names, phone numbers, addresses, and contact person for potential sponsors (**Second week January**)
6. Develop a letter/letters specific to each potential sponsor (do not create a general Dear Manager) Ex. A guitar store will get a different letter than a restaurant because their interests and ability in sponsoring are different (See Appendix for sample letter and checklist for writing letters) (**Second week January**)
7. Create fact sheet (**Second week January**)
8. Assemble information packets (**Second week of January**)
9. Mail letters (**Third week of January**)
10. Make follow-up calls/visits (**Mid-February**)
11. Record sponsor information in database (**Continuous**)
12. Send confirmation letters (**April**)
13. Decide on sponsor gift (ex. A plaque reading, "In appreciation of your outstanding contribution to the First Annual World Congress of Guitars") (**End of April**)
14. Order gifts (**Mid-May**)
15. Contact sponsor close to event to thank and make sure all of their needs have been met (**last 2 weeks of May**)
16. Present gift to sponsors at final dinner (**day-of event**)  
Send thank you letters (also helps to ensure future sponsorship) (**one week after event**)



# Budget



Program Costs	Administrative Costs	Subtotal
	Meetings with T. U. officials (monthly): 3 members x \$12/hr. x 2 hrs./month x 6 months = \$432	\$432
	Research, brainstorming, reviewing Proposal, preparing internship duties: 2 members x \$12/hr. x 8 hrs./day x 5 days(1 week) = \$960	\$960
	Creating a database of potential sponsors, Gathering all contact info, training interns: 2 members x \$12/hr. x 4 hrs./day x 10 days( 2 weeks) = \$960	\$960
Creating fact sheets, information packets, and letters: 200 request letters x \$.20/letter = \$40 200 fact sheets x \$.10/sheet = \$20 100 information packets x \$1/ packet = \$100	Salary Time: 2 members x \$12/hr. x 4 hrs/ day x 5 days(1 week) =	\$480
		\$640
Mailing Letters: Postage: 200 letters x \$.37 postage = \$74 Envelopes: 200 envelopes x \$.05 = \$10	Intern Work (No Administrative Costs)	\$84



# Budget



Program Costs	Administrative Costs	Subtotal
Follow Up Calls and Meetings:	1 member x \$12/hr. x 4 hrs./day x 20 days(2 weeks) = \$960	\$960
	Updating Sponsors, keeping up with Databases and intern findings: 1 member x \$12/hr. x 5 hrs./week x 12 weeks = \$720	\$720
Send Confirmation Letters:	Intern Work (No Administrative Costs)	
55 Letters x \$.20/letter = \$11		
Postage: 55 Letters x \$.37 = \$21		
Envelopes: 55 x \$.05 = \$3		\$35
Ordering and Delivering Gifts:	Planning, Ordering, Receiving, and Delivering Gifts: 1 member x \$12/hr. x 25 hrs. (spread throughout 3 weeks) = \$300	\$1125
55 Gifts (Sponsor Plaques) x \$15/plaque = \$825		
	Last minute Contacting: 1 member x \$12/hr. x 8 hrs. = \$96	\$96
Thank You Letters:	Writing/Mailing Letters, Follow Up	
55 Letters x \$.20/letter = \$11	Calls: 2 members x \$12/hr. x 16 hrs (2 days) =	\$384
Postage: 55 Letters x \$.37 = \$21		
Envelopes: 55 x \$.05 = \$3		\$419
<b>Subtotal</b>	<b>Subtotal</b>	<b>Total</b>
<b>\$1,139</b>	<b>\$5,292</b>	<b>\$6,431</b>



# Statement of Benefits



Additional sponsorship money will be collected through active solicitation of sponsors in the Towson/ Baltimore area as well as surrounding areas.

## **Activities to Increase Sponsorship:**

- Meeting with Towson Advisors (administrative costs) - \$432
- Brainstorming potential sponsors (administrative costs)- \$960
- Creating a Database of all sponsorship information (administrative costs)- \$960
- Fact Sheets- \$40
- Letters- \$20
- Information packets- \$100
- Postage and envelopes- \$84
- Administrative costs for writing letters and making follow up calls- \$1440

**Subtotal- \$4036**

- Money Donated from sponsors: \$450,000
- Activities Cost: \$4036

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**Campaign Benefit of \$445,964**





# Evaluation



- Identify traditional and nontraditional sponsors
- Invest time to gather proper contact information to ensure that the letters are received and read.
- Send letters (in a timely manner) to businesses in order to create awareness
- Follow-up calls are important to make sure sponsorship information was received and understood.
- Open channels of communication must be maintained between the sponsor and Towson
- Confirmation calls serve as last minute reminders of the event time, date, and location
- Also, the confirmation call provides an additional opportunity for Towson to thank the sponsor.