

# **Suggestions for selling Follies sponsor opportunities**

## **Letters**

1. Send out sponsor letter customized with your contact info along with sponsorship package descriptions
2. Follow up with a phone call within a week or two

Sample dialogue:

“ Hi Joe, this is Cindy Seyster with the Wenatchee Valley Follies Guild. I sent you some information last week regarding our upcoming Follies show which will benefit Mobile Meals and am calling to see if you are interested a sponsorship opportunity?

We have sponsorship opportunities starting at \$25 and up, ranging from a mention in the program to multi-media exposure for you or your business. 100% of the funds procured from sponsors will be given to Mobile Meals.

Note: Helpful to have a sponsorship package sheet in front of you before you call so you can answer questions.

## **Emails**

Copy and paste the dialogue from the cover letter and attach the sponsor package descriptions to the email in PDF format. Customize your email with the person's name and send one at a time ( not a group email)

Follow up with a phone call. See above dialogue.

When talking with people, it is important they know that our ticket sales cover the cost of the show and the money that we give Mobile Meals comes from our generous sponsors. It is also helpful to know a little about Mobile Meals, they only have one paid part time employee and very little overhead, the money we raise truly will help feed our seniors and homebound neighbors.

## **Important information about selling Diamond Level and management of the master sponsor list**

### **Paperwork**

As soon as you procure a sponsor, you must get a signed contract.

If you sell any of the Diamond Level Sponsorships, you must contact to Sandy Towne

509-679-9247 or email Sandra\_G\_Towne@keybank.com

**immediately** to avoid a situation where the same spot is sold twice. As we get closer to selling out Diamond Level Sponsorships, please check with Sandy before you promise a spot to someone.

We can not hold a Diamond spot without the signed contract so please get your paperwork signed right away

### **Payments**

Payments can be made in increments if preferred

Payments can be made 1/2 in 2018 and 1/2 in 2019, or installments during the year

### **Sponsor lists**

We will email you a list of sponsors sorted by **business name** and the same list sorted by Guild Member name. Use the list sorted by business name to check and make sure the business is not assigned already to another Guild Member before you approach them.

Use the list sorted by **member name** to see who your contacts have been in past years and what they donated. The businesses previously contacted by members that are no longer with the Guild are up for grabs.

### **A few things regarding taking over a former member's sponsor:**

Let Sandy know ahead of time that you would like to take the sponsor so she can note it on her list

Only take sponsors you will truly approach.

Try to take up for grab sponsors that you may already know or have a relationship with if possible

Signed contracts can be mailed to WVFG PO BOX 3588, Wenatchee WA 98807

Or you can email them to Sandy, or bring them each month to the meeting.

Please indicate if the payment is included on the contract.

We will be emailing out a cover letter that you can customize with your information and mail or email out to your contacts

Hello Ladies;

As promised last night, here are a few tips on selling sponsorships:

### 1. Initial contact ( do not send anything out unless you are prepared to follow up with a phone call)

Mail: Include the cover letter( customize it with their name, your name , etc) , Sponsor level descriptions( color copy) and Diamond Level descriptions to the prospect

Email: I have a sample draft email below, or you can copy and past from the cover letter for the body of your email. Attach the Sponsor Level descriptions and the Diamond Level Descriptions.

In person: Call ahead to set a good time to approach the business owner, take your Follies Sponsor Packet folder and see which category may be a fit. It is also a good idea to bring a program from a past show if you have one so they can get a visual of what the ads look like

### 2. Follow up

Once you have made initial contact with the prospect you must follow up with a phone call within one or two weeks. A sample dialogue may be something like:

Hi Joe, this is Cindy Seyster with the Wenatchee Valley Follies Guild. I sent you some information last week regarding our upcoming Follies show which will benefit Mobile Meals and am calling to see if you are interested a sponsorship opportunity?

Some other things to mention: We have sponsorship opportunities starting at \$25 and up, ranging from a mention in the program to multi-media exposure for you or your business. 100% of the funds procured from sponsors will be given to Mobile Meals.

Note: Helpful to have a sponsorship package sheet and a past year program in front of you before you call so you can answer questions.

### 3. They said yes!!!

They will most likely say yes if you make the phone call. Once that happens you will need to get a signed contract, this applies to every category from Follies Angels to Premier. The contract needs to be send to me via email [cseyster@windermere.com](mailto:cseyster@windermere.com), drop at my office :517 N Wenatchee Ave, or fax to 509-662-2656, the payment can be sent to the PO Box ( address is on the contract) Our Tax ID # is also on the contract.

### Selling tips:

Know your cause! Mobile meals is amazing, check out there website and see what they do. Our ticket sales cover the cost of the show so what we procure from sponsor sales goes directly to the check we present to Mobile Meals.

Team up: if you are uncomfortable "cold calling" grab a Follies member and go together. Nena has provided us with red Boa's to wear that will make teaming up and cold calling a lot of fun.

Tap in to people in your network. It is easy to sell the \$25 to \$100 spots to friends and coworkers. Show them a program so they can see what the ads looks like. Many of these categories offer and opportunity for the person to list their business name after their name. Call on people that you do business with. I have a hard time saying no when one of my past clients asks me to support a cause. In fact the first year I donated was because my real estate client, Ellen Pell called me asked me to buy a Wii system for the senior center. I said yes! Call on your doctor, you dentist, your insurance agent, your hairdresser, your banker, chiropractor, etc. You support their business all year, you will be surprised how easy it is to sell to them.

If someone is a past donor and you are calling on them, it is good to remind them what they donated in the past, see above dialogue but implement with something like " we appreciated your generous donation of \$500 to our Follies Show in 2013 and would love to partner with you again".

Sample email, copy and paste and revise if you would like ( I would recommend email only if you know the person or business owner) Be sure to include a link to the Follies website and to Mobile Meals website:

Hello John!

The Wenatchee Valley Follies Guild invites your participation and support in our upcoming 2016 fundraising show: Follies A La Mode!

Every three years, the Wenatchee Valley Follies Guild partners with the community to put on the Follies production, raising funds for a worthy cause in our valley. Over the past 67 years, you have helped us raise over \$500,000! These funds have supported the Wellness Place, Solomon's Porch, CASA, the Wenatchee Valley Senior Activity Center and so many more worthy charitable causes.

This year, the Follies Show funds will benefit Mobile Meals, which is a wonderful organization that delivers meals to those who are elderly, disabled, recovering from a surgery, home bound or unable to take care of themselves. Mobile Meals runs with only one part time paid staff member and over 180 volunteers, delivering on average 65 meals per day, and as many as 17,000 per year. They have been providing meals for our neighbors since 1971. They rely on private donations and fund raisers to supplement the cost of the meals for those who can not afford them. For many of their recipients, this is the only meal they have per day.

Our show offers many sponsors opportunities, ranging from \$25 for a mention in the program to premium packages that offer multi-media coverage.

I am attaching a list of the sponsor opportunities for you to review. . Our shows typically sell out, meaning about 2000 audience members are in attendance. We will also be promoting the show and our sponsors through newspaper, internet, radio, show posters, and community networking. Our ticket sales cover the cost of the show, so 100% of the money we raise from sponsorship sales will go directly to Mobile Meals.

I understand like many businesses, you may have an advertising budget set in place. We would love to see your business be a part of this great fundraising show at any level. For tax purposes, sponsor payments may be split and paid 1/2 in 2015 and 1/2 in Jan. of 2016. I am attaching a list of our sponsor opportunities for you to review. I will be calling you in a week or so to answer any questions you may have.

Thank you for your consideration,

Cindy Seyster  
509-670-6466

[www.wenatcheefolliesguild.org](http://www.wenatcheefolliesguild.org)

[www.mobilemealsofwenatchee.org](http://www.mobilemealsofwenatchee.org)