

# SEEKING SPONSORSHIPS

## HOW DO I GET STARTED?

1. Brainstorm Businesses and create a list
  - Your parents own or work for
  - Family friends or parents of friends own or work for
  - You or your parents go to frequently

Businesses are less likely to sponsor you if you are not a face they see often. They want to know that they are spending money on someone who will bring them more business.

2. Type up a letter
  - Introduce yourself
  - Tell them you are competing for the title of \_\_\_\_\_ and what you hope to gain by your participation
    - Money for college
    - Improve your life skills
    - Find opportunities to help your community
  - Add a photo to your letter to give them a face.
  - Ask them to consider sponsoring you and provide them with a printout of what they will get with their sponsorship (provided by MWSSP).
  - Have someone proofread this letter before you send it out. Typos or grammatical errors do not send a good impression.
3. Go in person to the businesses on your list and ask for the owner or manager (or the person you know who works there).
  - Dress for success, comb your hair and go on a day where you feel your best. Society is fickle and most businesses want to support someone who they feel has the potential to be successful. Be confident, smile, look people in the eye when presenting your request and shake their hand. Say please and thank you. Even if the answer is no.
  - If you do not get an answer immediately, ask for the best way to follow up (phone, email, in person) and when you should inquire again.
  - If they say to come back next week, go back next week and do this until you get a no – or a YES!
4. Send a thank you card – even if the answer is no. Thank them for the opportunity. This is a lost art, and it is important to older generations. More importantly, you are representing the Miss West Sound Scholarship Program and we send thank you cards.