

The Flying Toasters Sponsorship Guidelines

As a member of the Flying Toasters, each student is required to bring in _____ of sponsorships from businesses by October 1st (Veterans) or December 1st (new members). If this requirement is not fulfilled, the student will not be a member in good standing and will not be allowed to participate in team activities including the FIRST Robotics Competitions Season.

General Tips and Tricks

- The best time to approach businesses is anytime before 4:30pm
 - Anytime after that, the people that have the power to give you money have probably already gone home
- Mondays and Fridays are the worst weekdays to approach businesses
- Business parks are a great place to start, they rarely get asked to sponsor things and are normally open to hearing your pitch
- Wear Toaster spirit wear when you go sponsorshipping
 - If you don't have any toaster spirit wear, wear nice clothes or SLEHS/SLHS spirit wear
- Just because there is a No Soliciting or No Loitering sign on the door does not mean that you can't try to approach them
 - We've had some of our best success at these companies because they never get asked
- Go Back!
 - You probably won't get any money the first time around. About 2 weeks after your first visit, go back to all of the companies you didn't get an explicit no from
 - If companies pledged their support already but didn't hand you a check the first time, email or call the company letting them know the day that you will return to pick up the check
 - Remind the person who you are and ask if they had considered your offer
 - Bring another information packet, sponsorship form, and business card because they probably lost the ones you gave them before

So you want to go sponsorshipping....

1. Find a time that works, usually right after school on a Tuesday-Thursday
2. Check the sponsorship spreadsheet to make sure that you don't approach businesses that have already been approached
3. Pick an area where you can hit multiple businesses at once
4. Prepare your materials in advance
 - a. Have sponsor packets made with the information packet and a sponsorship form with your name already filled out as the student representative
 - b. If at all possible, make business cards with your name, email, phone number, address, and The Flying Toasters on it
 - i. This is very important, it allows the business to contact you directly

5. Go to businesses!
6. When you walk in, make sure to introduce yourself with your name and that you are with the Flying Toasters robotics team.
7. Offer them the 'opportunity' to sponsor us
8. Hand whoever you are talking to an information packet, a sponsor form, and your business card
9. Talk with them about our team and what we have accomplished
 - a. Use the packet as reference and show them pictures from it as well
 - b. Explain things like:
 - i. Who are we?
 - ii. Where are we from? (and what high schools)
 - iii. What do we do?
 - iv. What is FIRST?
 - v. What game did we have, and have we had in the past?
 - vi. What do we do around the community?
10. Try to get past the receptionist
 - a. Most likely there is someone that handles sponsorships or outreach for the company, try to talk to them
11. If they seem open to sponsoring us, show them the sponsorship form and the perks
12. GET A BUSINESS CARD
 - a. Whether they say yes or no, getting a business card from the company is extremely important!
 - b. Use these business cards as a record of where you have gone
 - i. Write on the cards if the business said yes, no, or maybe to your offer
 - ii. Write down anything else on the business card that might help you on your return visit
 - c. This is also VERY important so you have the company's address and contact information for the sponsorship spreadsheet
 - i. You don't want other Toasters going to businesses you have already gone to
 - ii. It looks very unprofessional
13. Whether they say yes, no, or maybe thank them for their time
 - a. Sending thank you notes to businesses after the fact is a really nice way to keep in contact

So you get a sponsor...

1. Make sure that the check is made payable to South Lyon Robotics
2. Checks WILL NOT be accepted without a corresponding sponsorship form with all of the information filled out
 - a. If they pay enough to get their logo on the shirt, a vector file MUST be emailed to southlyonrobotics@gmail.com by December 19th for them to get their logo on the shirt

3. Ask them if they want a tax deduction. If they do, make sure you put it on the form
4. Thank them profusely
5. Turn in all money and their corresponding forms to Mr. Novilla as soon as possible
6. Follow up with the company
 - a. Update them periodically throughout the season
 - b. Go back with a thank you note
 - c. If they are a tech company or a company that sounds generally interesting, ask if you could have a tour
 - d. It's all about building the relationship

Forms that you will need...

- Sponsorship Spreadsheet
 - <https://docs.google.com/spreadsheets/d/1ICSUromd4fx6KkjCYVzAEh26diAQObnfwT4jwggw7T9w/edit?usp=sharing>
 -
 - Check this before you go sponsorshipping and update it after
 - Don't be that person that goes to a business that was already approached
 - Don't be that person that doesn't update your information so others go to your businesses and take your money
- Toaster Sponsorship Packet
 - Found on our website under the Team Resources Tab
 - www.theflyingtoasters.org
 - A packet with pictures and information about our team
- Business Sponsorship Form
 - Found on our website under the Team Resource Tab
 - www.theflyingtoasters.org
 - Must be filled out and turned in with any money from business sponsors that are brought in
- Family Sponsorship Form
 - Found on our website under the Team Resource Tab
 - www.theflyingtoasters.org
 - Must be filled out and turned in with any money from non-business sponsors

All sponsorships must be turned in by October 1st for returning veterans, and December 1st for all new members. Artwork needs to be turned in by December 19th.