

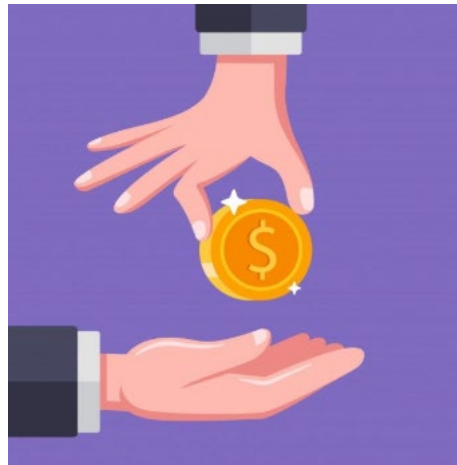
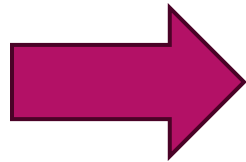
Marketing Your Team

WENDY KEYZER

Agenda

- ▶ What is a sponsorship proposal?
- ▶ Know your audience
- ▶ Proposal with guidelines
- ▶ Unsolicited proposal
- ▶ Proposal Tips: Pronouns, Inclusive language, Colloquialisms
- ▶ Sample proposal
- ▶ When you get a “yes”
- ▶ What to do when its over

Differentiate Yourself



win
hearts
and
minds



What is a Sponsorship Proposal?

- ▶ A compelling document to persuade an individual or company to sponsor your team.
- ▶ Include incentives to “sweeten the deal.”
- ▶ Incentives can include (be creative):
 - ▶ Social Media marketing from school/team.
 - ▶ In-person or virtual team presentations to company teams.
 - ▶ Logos on branded team products (website landing page, Powerpoint team templates, clothing, handouts, etc.).



Know your Audience

- ▶ What drives them?
 - ▶ Website – contact, guidelines
 - ▶ Social Media
- ▶ What are they interested in?
 - ▶ Diversity, Equity & Inclusion focus
 - ▶ Visible and underrepresented minorities
 - ▶ Indigenous
 - ▶ Education
- ▶ Do you have an embedded champion?
 - ▶ Check friends and family members with connections to the company
 - ▶ Check LinkedIn profiles for connections

When Guidelines are Provided

- ▶ Digital Forms or Proposal Guidelines
 - ▶ **Answer the questions**
 - ▶ Deadlines – check the submission dates, and work backwards on a schedule
 - ▶ Assign responsibilities and have a couple status reviews
 - ▶ No acronyms
 - ▶ Be concise
 - ▶ Check grammar, inclusive language, pronouns, colloquialisms
 - ▶ Check spelling (read it backwards)
 - ▶ Bring in a Gold Team Reviewer (someone not included in development)
 - ▶ Double-check the recipient's name
 - ▶ Follow-up – respect the dates, don't do it too soon

When you Submit an Unsolicited Proposal

- ▶ Brief overview of your proposal (2-3 sentences) – ensure it includes phrases that connect to sponsor focus.
- ▶ Explain what your financial ask is and provide a breakdown. If in-kind support can help, ask for it. Companies receive lots of requests, it can be easier for them to provide equipment, subject matter knowledge, testing venue, etc.) than funds. Give a date on when you need the funds (can you accept milestone payments?)..
- ▶ Brief overview of you and your team. Provide some personal touches and engaging narrative. Include photos.
- ▶ Itemize incentives to sponsors. Be creative and provide tiers, i.e., Bronze, Silver and Gold levels.
- ▶ Highlight benefits of the project - they help sell the request. Generally, recipients of requests are not decision-makers.
- ▶ Provide a timeline of project
- ▶ How can funds be delivered (cheque, electronic file transfer) – include the info they need to start their process. CSDCMS is a charitable organization, as are universities, which means there could be an opportunity for tax receipts to companies if the funds flow through them.
- ▶ Testimonials are great to include (University professor, Dean, etc. ...not your parent).
- ▶ Contact information for questions/information (double-check the contact details).
- ▶ Check for contacts specifically listed on the website. If not, look for “general” e-mail addresses.
- ▶ Check all website links if you include them in your proposal – ensure they work.

Inclusive Language - Pronouns

- ▶ Pronouns are often used during introductions or while referencing someone during a conversation, pronouns help you know how someone would like to be addressed in any given situation. When in doubt, use neutral pronouns (they/them) when referencing someone until you have a chance to ask.
- ▶ Examples:
 - ▶ he/him/his
 - ▶ she/her/hers
 - ▶ they/them/theirs
 - ▶ ze/zir/zirs
 - ▶ she/they or he/they
 - ▶ Just my name please!

Inclusive Language

- ▶ Use Inclusive language. This demonstrates respect and belonging. It is more than just avoiding offensive words. It's also about aligning intention with impact, and understanding the history, connotation, and effect of our words.
 - ▶ Choose the most commonly used words and words with fewer syllables.
 - ▶ Shorten sentences to have one idea per sentence.
 - ▶ Shorten paragraphs to have one topic per paragraph.
 - ▶ If using acronyms, explain them in full when they first appear in the text.
 - ▶ Structure information in chronological order.
 - ▶ Minimize cross-references.
 - ▶ Limit sentence length to about 20 words.
 - ▶ Choose active voice over passive voice.
 - ▶ Use pronouns or write in the first person to help the reader put themselves in the story.
 - ▶ Include pictures, charts, and highlight techniques to tell the story without words if possible
 - ▶ Don't use colloquialisms (samples on next page)

Unpreferred word/phrase	Why it's not recommended	It's better to say
Ballsy	This term associates guts and courage with masculinity.	Gutsy
Basket case	A WW2 phrase referring to a soldier who has lost limbs or was suffering from PTSD, indicating the basket they would need to be carried in.	Nervous
Cakewalk / Takes the cake	A cakewalk was a dance performed by enslaved Black people before the Civil War. Slaveowners often forced Black people to dance and compete for cake. The words were used as a way to describe an accomplishment that was easy or simple to obtain - not because it was easy, rather because the steps were fluid and graceful.	Easy, winning
Having a pow-wow	Use of language that is appropriation of Indigenous culture isn't respectful.	Having a meeting of the minds, brainstorming, get together
Ladies and Gentlemen, Men and Women, Gents, Guys,	This doesn't represent the people who identify as non-binary or gender fluid.	Everyone, folks, friends, colleagues, team, all
Low man on the totem pole	Use of language that is appropriation of Indigenous culture isn't respectful.	Person of lower rank, junior level
'Mom and Dad'	Not everyone has a Mom and Dad. Not every family is nuclear, with two parents of opposite genders.	Parent, guardian, caregiver
Peanut gallery	The peanut gallery is often used to describe people (and opinions) on the periphery. Historically, however, the term dates back to the late, segregated 19th century and refers to the sections of the theatre reserved for Black patrons.	Other opinions and perspectives
Tribe	Use of language that is appropriation of Indigenous culture isn't respectful.	Friends, network

A Sample Proposal

<https://www.storydoc.com/blog/sponsorship-proposal-examples>

Our story

ACME is a catalyst for positive change, dedicated to innovation and impact. Our commitment to excellence transcends boundaries, fostering a dynamic community united by a shared vision. Join us on this journey to make a lasting and meaningful difference in the world.



Our Numbers



+100

Impactful Initiatives



+20

Outreach Programs



5M

Engaged Supporters



120

Global Programs

Our core values



Compassion

Add here your text



Impact

Add here your text



Responsibility

Add here your text

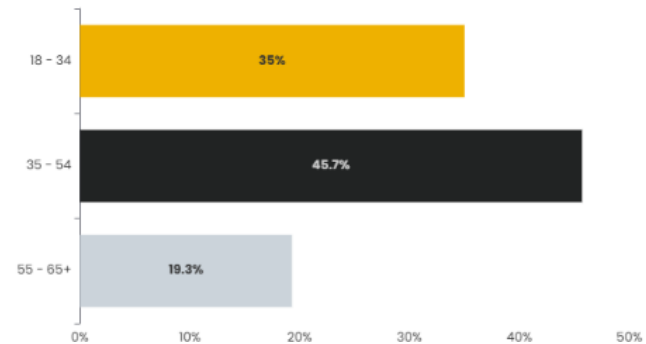


Integrity

Add here your text

Target group by age range

Add here your text and a **description of the chart**. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi pulvinar mattis tortor in posuere. Nunc ac euismod est. Integer elementum dolor vel nisl egestas bibendum.



When You Get a “YES”

- ▶ Thank them.
- ▶ Confirm they have the info needed to send the funds.
- ▶ Send team updates to them – with pictures.
- ▶ Reiterate all the incentives and ensure they are being met. For example, if you committed to their logo on an item, determine format needed and request it, along with their brand guidelines (never muck with a company's brand). Share pictures of the logo's use.
- ▶ Ask for social media tags so that you can ensure your posts properly include the correct addresses. Share your social media tags with them and alert the companies when you plan to post so they can amplify (amplified posts might garner more money from other companies).



When it's Over

- ▶ Connect back with your sponsors and let them know how their sponsorship helped you achieve results – regardless of what happened, you will always learn something.
- ▶ Consider sending a final summary of all deliverables you promised (i.e., screen capture social media posts, etc).
- ▶ Thank them for their help.

Thank you for spending time with me today.