

Business Sponsorships

In our current economy, schools and school districts are increasingly turning to the business community for monetary support. When PTA leaders plan ways to raise funds for their programs, a potentially ongoing source of donations and in-kind support can be found from corporate sponsors who help defray program and event costs and offer benefits to PTA members.

Finding Sponsors

It is best to approach people and businesses already familiar with your PTA. Whenever possible, try to find a clear link between the business and your PTA. For example, let the business owner or representative know if your members are part of the business's customer base or if you and the business owner have children in the same district. A list of prospective supporters may include:

- ❑ PTA volunteers and members who run businesses;
- ❑ Local business that may have a strong interest in the objectives of your project;
- ❑ Local suppliers to your school, such as print shops, office supply stores, grounds management companies; and
- ❑ Other local business, particularly those that are interested in creating a connection with their community and with children.

Asking For Support

Prepare a list of specific projects for which you are seeking sponsorship. Clearly define each project, including the funds required.

Try to include projects of different costs or divide a big project into several parts so there is a project to match every potential sponsorship budget. Make sure there are options for in-kind donations of goods and services.

- Sponsor and host a movie night to benefit your PTA.
- Sponsor a parent information night.
- Sponsor T-shirts for the local Walk for Healthy Kids.
- Sponsor refreshments for the annual teacher appreciation night.
- Donate items for gift bags to be handed out during a PTA event or Take Your Family to School Week

Recognition of Support

Most sponsors desire some kind of recognition. Plan details of the recognition at the time the sponsorship agreement is made.

◆ Use their company name, product name or logo on items such as handouts, posters, event advertisements, and press releases.

- ◆ Thank your sponsors in newsletters, posters and event advertisements.
- ◆ Provide your sponsor with a certificate of appreciation for their place of business.
- ◆ Ensure that your sponsors receive regular information about your PTA's future activities and successes.

Resource: *Our Children*, The National PTA Magazine, December 2006/January 2007