



# Wasatch & District Pipe Band

## Sponsorship Guide

Fundraising for our large and growing organization is too big of a job for just a handful of people, we need everyone in the group to take a hand in keeping us operational. You have unique connections with people and businesses in the community that could benefit by supporting our organization. This guide is intended to help you determine who to approach and to formulate your pitch to them.

- Businesses EXPECT to be approached for sponsorships and donations, they set aside money for this, and they get tax write-offs for donations
- List some small business owners or other potential donors that you have a connection with. Focus on businesses that will benefit from local advertising, or which are already self-associating with Scotland as part of their marketing

<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>

- Approach Suggestions:
  - If the business has donated previously, remind them of their donation and ask whether they would like to match or increase their donation this year.
  - Have a concert handout with you to use as a reference.
  - Wear a band t-shirt to show the legitimacy of our organization.
  - Ask to speak to the manager about sponsorship opportunities.
  - Tell them about your Non-Profit local Scottish Bagpipe band (feel free to brag: biggest, most competitive, internationally-known, etc.).
  - Tell them about our fundraising concert on August 14th, and that the primary fundraiser is a raffle.
  - Indicate that we always like to coordinate with the local businesses that would benefit from the advertising that we can provide to our audience (at the show, family and friends of the band, via our social media platforms, etc.).



## Wasatch & District Pipe Band

- List some sponsorship options (use the “Sponsorship Levels” file), highlighting what the business would get out of it:
  - \$15000-\$3000 Business Sponsorship levels
  - \$1000 to sponsor a new member’s uniform
  - \$500 to display a banner in a parade or performance
  - \$300 to sponsor a member’s annual dues
  - \$250 raffle item, we post the company logo on a sponsor sign at our concert
  - \$500 premium raffle item, the company logo is on the stage at concert and honorable mention by EmCee
    - For raffle items, give them the option to provide their own item/basket, or provide the funding for us to put one together in their name (preferred)
- Ask them what level would be best for their business and close the deal, arranging when to pick up the donated items or funds.
- Submit all funds to the Treasurer (James Shupe - [treasurer@wdpb.org](mailto:treasurer@wdpb.org)).
- Have sponsor send an email with a link to their website & logo to:

Mike Postma - Executive Chairman

Email: [chairman@wdpb.org](mailto:chairman@wdpb.org)

Phone: 801-856-3728

- If the sponsor is interested in more significant partnerships, have them contact Mike to work out options.