**2015 – 2016 TRINITY TROYANN SPONSORSHIP SALE INSTRUCTIONS**

Each Troyann is responsible for selling a mandatory minimum of $300.00 worth of sponsorships in any of the following increments:

**$25.00 $50.00 $75.00 $100.00 $250.00**

**Copper Bronze Silver Gold Platinum**

Historically, sponsorships are sold to local businesses; however, you may want to contact corporations, schools, churches, family, and/or friends. Anyone that you or your parents do business with are great to contact including your doctor, dentist, hair dresser, insurance sales man, favorite restaurant and more. The sooner you try to make your sales contacts, the easier it will be. Some sponsorships may require checking back more than once. If you wait until the very last week to sell your sponsorships, you will find that most businesses have already been contacted or cannot sponsor with short notice.

Returning members need to wear a Troyann shirt when selling sponsorships. New members may wear a Troyann shirt if they have one, or dress appropriately. Remember, you are representing the Troyanns.

When approaching a prospective sponsor, think about how their business could benefit by supporting the Troyanns. If they serve children or dancers, remind them that the community t-shirts are given to all children who participate in the dance clinic which makes it excellent advertising for their business. For most businesses, point out that the $100 level is perhaps the best advertising bargain because it means they get their name in front of everyone who attends Trojans football games, but if they’d like their name announced as a sponsor of the week at the game, we recommend the $250 sponsorship. Show gratitude to every business who gives you any sponsorship, no matter how small and always be gracious to each person or business you contact, whether or not they buy a sponsorship. Remember, a “NO SOLICITING” sign means do not approach for a sale.

On **Monday, July 20, 2015** your sponsorships packet are due. You will need to turn in information to Coach Gray or Mrs. De La Cruz in the envelope provided either on July 20 or at any of the Troyann Car Washes. You are encouraged to turn in money at your earliest convenience. Do not hold money until the final due date if you have it earlier.

* Each Troyann is responsible for a minimum $300 sponsorship.
* Checks should be made payable to Trinity Troyann Booster Club
* Name, complete address, and amount of sponsorship sold, written on the front of your envelope
* Business card of each sponsorship sold (if it is a business), your name and $ amount should be written on back of card

We are making donor plaques that will be delivered by the Troyann dancers after all sales are completed.

Of course, the goal of any fundraiser is to make as much money as possible. Therefore, the Booster Club is offering special incentives. You will receive credit to your account to pay for personal fees, solos, or your trip as follows:

$500 in sponsorships = $100 credit, $750 in sponsorships = $200 credit, $1,000 in sponsorships = $300 credit. After $1000 50% will be credited to your account: Ex. $1200 in sponsorships will be $300 for the first $1000 and another $100 for the additional $200 for a total of $400 credit to the student. All money that you raise that is not credited to your personal account may be applied toward your required fundraising minimum for the year.

**IF YOU HAVE ANY QUESTIONS, PLEASE CALL MARIA DE LA CRUZ (817) 228-2063**