**2016 – 2017 TRINITY TROY-ANN SPONSORSHIP SALE INSTRUCTIONS**

**$50.00 $100.00 $150.00 $300.00 $500.00**

**Copper Bronze Silver Gold Platinum**

***WHO TO CONTACT***

Historically, sponsorships are sold to local businesses; however, you may want to contact:

|  |  |  |
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| * Corporations * Schools | * Churches * Family | * Friends * Anyone with whom you do business (i.e., doctor, dentist, hair dresser, insurance agents) |

***Note:***  *You may need to check back with potential sponsors more than once.*

***WHAT TO WEAR***

Try to wear a Troy-Ann shirt when selling sponsorships. Remember, you are representing the Troy-Anns, so please dress appropriately.

***TIPS FOR SELLING***

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| Benefits for Businesses | Think about how their business could benefit from supporting the Troy-Anns. |
| Does the business serve children or dancers | Let them know that the dance clinic t-shirts are given to all children who participate in the dance clinic. This is excellent advertising for their business. |
| $300 Level = Best Bargain | For most businesses, this may be the best advertising bargain. They get their name in front of everyone who attends Trojan football games. |
| $500 Level = Most Advertising (**Recommended)** | Business name is announced as a “Sponsor of the Week” at the game. |
| Show Gratitude | Always be gracious regardless of the size of sponsorship, *or even if they decide not to buy a sponsorship!* |
| NO SOLICITING Sign | This means you DO NOT approach for a sale. |
| Don’t Wait | If you wait until the very last week you will find that most businesses have already been contacted or cannot sponsor with short notice. |

***DEADLINE*** *–* ***Monday, July 25, 2016***

Upon receiving money please turn it in as soon as possible, especially if you have checks. Do not hold money until the final due date.

* Checks should be made payable to Trinity Troy-Ann Booster Club.
* Fill out and return Sponsor info sheet along with donation and business card, if required for donation.
* Remember to leave the Sponsor Tax ID sheet with the business.
* **85% OF ALL SPONSORSHIP MONEY YOU COLLECT WILL GO TOWARD YOUR BOOSTER CLUB FUNDRAISING BALANCE.**
* **THE REMAINING 15% IS USED TO PAY FOR PLAQUES, SIGNS, BANNER, ETC.**
* **ONCE YOUR FUNDRAISING AND SCHOLARSHIP REQUIREMENTS ARE MET ADDITIONAL FUNDS WILL BE APPLIED TO YOUR ACCOUNT TO PAY FOR GEAR, FEES, ETC.**