



Winter Free Fishing Weekend Sponsorship Obtainment

To support your Winter Free Fishing Weekend event you may want to consider obtaining sponsorship support from businesses and/or organizations in your community.

Sponsors can help cover the cost of specific items needed for your event, can donate material items to be used at the event, or can provide manpower needed to make the event possible.

The first step to obtaining sponsorships is determining who you can ask for support. Consider the following:

- Bait shops
- Sporting goods stores
- Grocery stores
- Local corporations
- Service organizations (Kiwanis, Lions, Rotary, Optimists)
- Conservation Clubs
- Philanthropic organizations
- Other local businesses
- Individuals

The second step is determining what you can ask these organizations/businesses/individuals to provide as part of their sponsorship. Consider the following:

- Monetary donations
- Item donations
 - Fishing equipment
 - Drinks
 - Snacks
 - Give-away items/prizes
 - Educational/informational items
- Advertising/advertising costs
- Printing/mailing costs
- Volunteers

When making requests for sponsorships there are a few things you should do to make “the ask.” These things may assist in your success rate in obtaining partners.

First, consider offering sponsorship levels that give potential sponsors various opportunities to get involved. For instance, you could have gold, silver and bronze sponsorship levels. Gold could mean a monetary or item contribution of \$100, silver at \$50 and bronze at \$25 – or something similar. This may encourage participation more than just a general request for donations.

Second, initiate communication with your potential sponsors by sending them a formal letter explaining your Free Fishing Weekend event and why you’re asking for their sponsorship. Be sure to outline the benefits of their contributions – both for the event and for the sponsor – so they have an incentive to participate. Highlight how their support will raise awareness about their products or services, potentially gain them more customers, and much more!

Third, you may want to follow up in person or over the phone with potential sponsors who you have a personal relationship with. By doing so you can articulate the need for their sponsorship and how it will help to support your Free Fishing Weekend event.

Four, once you’ve obtained sponsors make sure to recognize their efforts throughout the promotion and implementation of your event. If you send out any press releases or ads make sure you include your sponsors name(s) and/or logo(s). At the actual event, make sure you publicly thank them for their contribution(s).

Five, following your event make sure you send a personalized thank you note to any and all sponsors. Explain to them how valuable their contributions were to the overall event and how you look forward to working with them on similar opportunities in the future.