



# CORPORATE SPONSOR TIPS

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Get the Sponsor, Don't write the check!

# FAIR SHARE

- Fulfills \$150 Fair Share–
  - Get a Sponsor, no writing the check!
  - Due by November 1st
- Have yours? No need to continue
  - Send businesses you've approached to: [Lmsegarra01@gmail.com](mailto:Lmsegarra01@gmail.com)

# KEY: REACHING OUT AND FOLLOWING UP

- Set aside time (30 minutes/1 hour)
- Write down a list of businesses you will call and their phone number.
- Check the list to see if they've already been approached
- Call—ask for Manager or person in charge of Marketing
- Introduce yourself and explain what you're offering
  - (Marketing, not Sponsorship—Business first language—what are THEY getting not what do we want.)
- If they say they are interested in more information, ask for their email and send it to them.
- Follow-up. More often than not, they WILL forget.
  - Follow-up or lose the Sponsor.

“Hello. I am Lisa Segarra with the Seven Lakes High School Dance Team. We’re reaching out to some of our favorite local businesses to see if they would be interested in advertising their business with our High School families as a Sponsor? We’re offering Social Media promotions, advertisement on our website, ads in our shows, and more.  
Would this interest you?”

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“Great! Thank you for your consideration. We have different levels of sponsorship to choose from that offer multiple advertising options. As a thank you, we also include merchandise from our drill team. In turn, you will be supporting our girls with needed costumes, supplies, scholarships, and team building opportunities.

You are also supporting a non-profit 501(c)(3) organization.

What is the email that I can send the information?

# SEND INFORMATION

- Write an email.
  - Dear\*\*\* "It was so nice talking with you today. As we discussed, attached you will find the information regarding advertising with our organization as a valued Sponsor. Please note that all information can be completed through the attached packet or online at <https://sapphiresdanceteam.org/sponsors/>  
Please be sure to note the Sapphire Dancer to support is: \*\*\*\*  
Thank you and have a wonderful day!
- Attach the sponsorship packet.
- Follow up in 1-2 weeks with a call or email if they have not submitted. If they did, send a personal thank you.

# SPONSORSHIP PACKET



Seven Lakes Sapphires Booster Club  
Seven Lakes High School  
9251 South Fry Road  
Katy, Texas 77494  
Allison Peddy, Director  
<https://sapphiresdanceteam.org>

August 1, 2022

Dear Valued Business Partner,

The 2022-2023 school year is fast approaching, and the Seven Lakes Sapphires Dance Team is looking forward to an exciting new season! The members of the dance team are eager to return to servicing our community through entertaining performances, shows, children's dance camps, and more! We strive to instill in each of these young ladies the importance of being involved with our community.

As the new school year begins, the SLHS Sapphires are seeking sponsors to help fund our team activities for this academic year. Sponsorships will allow us to purchase supplies and costumes for our shows and competitions, provide scholarships to our Senior dancers, pay choreographers, and fund our team-building events. In return, our sponsors receive various marketing opportunities seen by our vast Seven Lakes High School dance community and dance contacts throughout the state! Our Sapphire and Platinum Level sponsors will also receive tickets to our highly anticipated shows and/or end of the year company banquet with reserved seating. **Sapphires Booster Club is a 501(c)(3) organization.** Sponsorships may be tax-deductible and go directly toward supporting the Sapphires Dance Team.

Sponsorship Recognition Program includes the following levels: (Details Attached):

- ◆ **Sapphire Sponsor:** Full page ads in Winter & Spring Shows, Website Link on Sapphires Webpage, Instagram & Facebook Promotion throughout the year, 6 Spring Show Tickets w/Reserved Seating, Football tickets, Sponsor of the Week Announcement at Football Game, Sponsor Shirt, Picture with Sapphire Officers, and Sapphire merchandise.
- ◆ **Platinum Sponsor:** Full page ads in Winter & Spring Shows, Website Link on Sapphires Webpage, Instagram & Facebook Promotion throughout the year, 4 Spring Show Tickets w/Reserved Seating, Sapphire Sponsor Shirt, Sapphire Logo Merchandise
- ◆ **Gold Sponsor:** Half page ads in Winter & Spring Shows, Website Link on Sapphires Webpage, Instagram & Facebook Promotion, 2 Spring Show Tickets w/Reserved Seating, Sapphire Logo Merchandise
- ◆ **Silver Sponsor:** Company listing in Winter & Spring Shows & on Sapphire website. Sapphire Logo merchandise

Companies and individuals are encouraged to support the Sapphires at the level that they are comfortable with. We are excited to have a mutually supportive and cooperative relationship with our sponsors and your support is greatly appreciated!

Thank you,

Allison Peddy, Director  
Seven Lakes Sapphires Dance Team, 2022 – 2023



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## SLHS Sapphire Sponsorship Levels

*(Sponsor promotions are valid for the 2022-2023 school year)*

### ◆ Sapphire Sponsor: \$1,000+ ◆

- Full-page Ad in both Winter Showcase & Spring Show programs
- Business promotion included in Winter & Spring Show Slide Shows
- Business listing at Sponsor level on Sapphires website
- Instagram Business promotion on Sapphires Social Media (3 per semester)
- Facebook Business promotion on Sapphires Social Media (3 per semester)
- 6 Spring Show tickets w/Reserved Seating
- 4 Football Tickets to 1 SLHS Home Game
- Sapphire Sponsor of the Week announcement at 1 SLHS Home Football Game
- Picture with Sapphire Officers
- Sapphire Sponsor Shirt
- Sapphire Logo Merchandise

### ◆ Platinum Sponsor: \$500.00

- Full-page Ad in both Winter Showcase & Spring Show programs
- Business promotion included in Winter & Spring Show Slide Shows
- Business listing at Sponsor level on Sapphires website
- Instagram Business promotion on Sapphires Social Media (2 per semester)
- Facebook Business promotion on Sapphires Social Media (2 per semester)
- 4 Spring Show tickets w/Reserved Seating
- Sapphire Sponsor Shirt
- Sapphire Logo Merchandise

### ◆ Gold Sponsor: \$300.00

- Half-page Ad in both Winter Showcase and Spring Show programs
- Business promotion included in Winter & Spring Show Slide Shows
- Business listing at Sponsor level on Sapphires website
- Instagram Business promotion on Sapphires Social Media (1 per semester)
- Facebook Business promotion on Sapphires Social Media (1 per semester)
- 2 Spring Show tickets w/Reserved Seating
- Sapphire Logo Merchandise

### ◆ Silver Sponsor: \$150.00

- Company listing in Winter Showcase and Spring Show Programs
- Business promotion included in Winter & Spring Show Slide Shows
- Business listing at Sponsor level on Sapphires website
- Sapphire Logo Merchandise



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## Sponsor Form

Company/Sponsor Name (As Desired on Marketing):

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Contact: \_\_\_\_\_

Website URL: \_\_\_\_\_

Name of Sapphire Dancer(s) That You Are Supporting (if any):

Individual or Corporate Sponsorship Level: \_\_\_\_\_

Total Amount Sponsored: \$ \_\_\_\_\_

Sponsorship Applications and payments may be submitted online at:  
<https://sapphiresdanceteam.org/sponsors/>

Sponsorships by Check mail this form and check to:

Seven Lakes Sapphires Booster Club  
c/o Allison Peddy  
Seven Lakes High School  
9251 South Fry Road  
Katy, TX 77494

Questions? Contact: Lisa Segarra, Sponsorship Chairperson  
(281) 685-6402 or [Lmsegarra01@gmail.com](mailto:Lmsegarra01@gmail.com)

*Sapphires Booster Club is a 501(c)(3) Organization.*

# DO

- ✓ **Plan what to say**
- ✓ **Know the Levels of Sponsorship**
- ✓ **Use Business-First Language (what's in it for THEM)**
- ✓ **Keep it short and sweet**
- ✓ **Follow up, Follow up, Follow up**



# DON'TS

- ❖ **Don't Talk Too Much**
- ❖ **Don't Take the No's personally-The Yes is coming**
- ❖ **Don't Assume they don't want it**
- ❖ **Don't stop at 1 if you have multiple leads**
  - ❖ **Offer to help someone else and they get your camp kids!**

# WHERE TO FIND SPONSORS

- Print packets and bring with you to nail appt., mechanic, businesses you frequent.
- Can you swap with someone? Does someone have 2 sponsors and need camp kids?
- Post on Social Media
  - Multiple times

## SOCIAL MEDIA POST EXAMPLE

Marketing opportunity: Do you have a business that you'd like to market to families in our school zone? We're offering social media marketing, business ad opportunities, and more by sponsoring our Sapphire Dance Team this year. You can even be announced at a Football game as Sapphire Sponsor of the Week! We are a non-profit 501 (c)(3) organization, and our sponsorships are used for uniforms, costumes, scholarships for our dancers, supplies, team building retreats, and more. Message me if you're interested or go to <https://sapphiredanceteam.org/sponsors/>

Please mark: Allie Segarra as the Sapphire Dancer you are supporting.

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Link will autopopulate with a pic

Be sure to instruct to put your Sapphire name to support

PLEASE SEND NAMES OF ALL BUSINESSES APPROACHED TO  
[LMSEGARRA01@GMAIL.COM](mailto:LMSEGARRA01@GMAIL.COM) TO AVOID DUPLICATION

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QUESTIONS?

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