



Sponsor Team Leader Responsibilities

Ideal # of volunteers: 3-4

Responsible for securing both in-kind and monetary donations to support your local walk.

Solid sponsorship provides community awareness for both the ASF and the Company/organization, as well as funding.

- Maintain spreadsheet of present and past sponsors.
- Brainstorm together ideas for potential new sponsors and connections. Everybody knows somebody, who knows somebody, who is somebody. Personal connections are very powerful tools to have in your belt.
- Create a 'Plan of Action' together detailing methods and actions.
- Provide list of contacts to ASF before sending out sponsor packets.
- Prepare financial sponsor packets.
- Work with Refreshment Team to prepare a wish list of supplies and donations letter. Work closely to avoid duplicate solicitations for in-kind donations from local vendors.
- Contact local area businesses for financial donations – primary goal.
- Contact local area businesses for donations in-kind – secondary goal.
- Contact local area businesses for door prizes/silent auction items – tertiary goal.
- Establish personal contact (phone call, minimum) with all potential sponsors within two (2) weeks of sending sponsor packet.
- Coordinate logos for printing and promotional items with ASF office.
- Prepare Sponsor lists for ASF office.
- Take good care of all sponsors (monetary and in-kind) on the day of the Walk. Put up thank-you signs, put out any printed signs provided by ASF, recognize them in creative ways to show sincere appreciation (this good-faith effort will go a long way toward securing recurring sponsors).
- Prepare and send thank you letters for all donors (monetary and in-kind) that were secured by your site.
- Document all in-kind donations utilizing in-kind donation forms (see sample form) Original to ASF office, copy to vendor.
- Set goal to grow your sponsorship levels by 10% each event year.