



HOW TO APPROACH A SPONSOR:

When you go talk to someone about being a sponsor – especially if it’s not someone you know – you need a good plan. If you know what to say and how to say it, you are much more likely to land them as a sponsor. Start with this and change it up as much as you need:

“Hi. I’m _____. If you don’t mind, I’d like to talk to you about a breast cancer fundraiser that I am participating in...”

“Progressive Skatepark is hosting the 2nd annual Skaters Saving Second Base Fundraiser. All the money will be used for things like sponsoring a team for the Susan G. Komen 3 Day for the Cure, donating to awareness programs like the Keep-A-Breast Foundation, and offsetting the cost for local breast cancer victims. The important thing, though, is that 100% of the money will go towards fighting breast cancer.

“The event works similar to a walk-a-thon. On May 8th, I will get 2 minutes to skate and land as many tricks as I can in that period. But before that, I have to find as many sponsors as I can. Sponsors will agree to donate a predetermined amount for each trick that I land. It can be 5 cents a trick, \$5 a trick, or a \$100 per trick – it doesn’t matter. Any contribution will be accepted.

“You don’t have to give me anything today. All I need today is a commitment to make a donation. I just need you to give me the OK to put you on my sponsor list. What do you think?”

You may also want to give them more background information – maybe some of this stuff:

- It is the largest breast cancer fundraiser led by skateboarders.
- Last year, we raised over \$24,000 as a result of about an hour and a half of skating.
- Last year, there were over 400 sponsors.
- Anything and everything about the event can be found at www.progressiveskatepark.com
- Donation amounts can be increased at any point, and flat donations are accepted as well.