



SPONSORSHIP
READY

SCHOOLS

STRATEGY | TOOLS | SUPPORT

YOUR FREE E-BOOK
SCHOOL
SPONSORSHIP

Covering Sponsorship
Objectives, FAQ's, Quicktest
& Reach Out Email



www.sponsorshipready.com.au



IS YOUR SCHOOL SPONSORSHIP READY?

Sponsorship Ready unlocks potential for schools to fund initiatives that improve the outcomes for students.

Enjoy the following e-book downloads, supporting your schools in all things sponsorship.

SPONSORSHIP OBJECTIVES

SPONSORSHIP FAQ'S

SPONSORSHIP QUICKTEST
FOR SCHOOLS

A WINNING REACH OUT EMAIL
TO A PROSPECTIVE SPONSOR

SPONSORSHIP READY OUTCOMES



Develop mutually beneficial sponsorship relationships that link to initiatives that improve outcomes for students.



Learn the difference between fundraising and sponsorship.



Create powerful advocates and leverage enormous community goodwill, reach and impact.



A proven framework that professionally promotes your schools brand, values and vision.



"I would highly recommend 'Sponsorship Ready' to any school community that is looking to achieve goals in the areas of sponsorship, marketing and community relationships."

Chris Leadbetter

Principal of St Laurence's College



Try this winning email reach out script to a prospective Sponsor.

Please note, the following is based off scaffolding and needs to be customised for your school.

Good afternoon *XXXXXXXX*, (*has to be the email address of the key decision maker not a generic email address*)

[School name] is one of South East Queensland's leading co-educational schools with a cohort of over 600 students, nearly 100 staff and a facebook following of over 2000. *[Adapt general description for your school]* As such, we are a conduit to thousands of engaged and passionate family members in and beyond our catchment.

Please find attached our Sponsorship Invitation (*Please note you will need to attach a proposal that showcase your opportunities and the school*) that showcases our reach and impact on our community and just some of opportunities sponsors have to integrate their brand with ours and connect with our school community and wider audience to fund initiatives that improve outcomes for students.

At *[School name]*, students are encouraged to achieve personal excellence in their academic endeavours, behaviour and appearance. We support each student to succeed in their chosen pathway, actively contribute to society and reach their full potential. We invite sponsors to join us on this journey. *[Adapt to suit your school]*

Insert contextual paragraph pertaining to specific sponsor. For instance, for a real estate agent, outline the angles you see, e.g. on opportunity for meeting new families in the catchment, driving brand awareness and generating goodwill.

We welcome any opportunity to engage with you to discuss possible sponsorship platforms around initiatives we are considering and in doing so seek to understand your business objectives so we can work towards a mutually beneficial relationship

Kind regards

Principal (*has to look like it came the Principal*)

All too often...

School sponsorship seekers launch into talking about benefits with a prospective sponsor and immediately make a BIG mistake!

You need to understand their objectives in their marketing and any possible sponsorship relationship!

- Promote employment opportunities
- Use of Sponsors venue for events
- Product or service demonstration
- Network with co-sponsors
- Digital activations
- Foster relationships with school staff
- Unique experiences
- Sponsor logo Business category exclusivity
- Alignment with health & wellbeing initiatives
- Positively impact brand image
- Increase brand loyalty
- Improve brand credibility
- Increase brand awareness
- Stimulate sales/trial/usage
- Entertain clients/prospects
- Motivate employees
- Showcase social/community responsibility
- Association with leadership initiatives

For your major sponsor prospects seek to understand their brand, commercial and community engagement objectives and then consult your sponsorship asset register to find possible sponsorship platforms to present after your initial discovery meeting.

Will a school prospectus attract sponsors?

No, how could it? It's targeting mums and dads not the business community.

Can a robust sponsorship program engage the business community and influence enrolment?

Yes, absolutely!

Will a properly executed school sponsorship program create collaboration opportunities between school leadership and your P&C?

Yes!

True or False: Most schools confuse fundraising and sponsorship?

True!

Can fundraising programs and sponsorship program co-exist in a school?

Yes, it sure can.

Is promoting a school's vision, purpose and values a key part of a sponsorship pitch?

Absolutely.

If you are engaging a business in your community for a major sponsorship should you make other businesses in the same category aware of the opportunity?

Sure thing, transparency is always best and nothing wrong with some competitive tension!

Do we offer sponsorship packages or tailor something for sponsors?

It depends....but generally the bigger the sponsorship the greater the need for a bespoke approach.

Do schools do a good job of leveraging their reach and impact in a community?

No!

Can primary schools fund new initiatives through sponsorship too?

Sure can, in fact with greater ease in our experience!

Can Sponsorship collateral be used for other purposes than pitching sponsorship?

Yes indeed!

What are the most common mistakes schools make with sponsorship?

- They have not considered what they really have to sell.
- They try and sell 'benefits' without understanding a sponsors 'objectives'
- Their selling tools do not target the audience
- They are simply not sponsorship ready when they approach the market
- Who is going to manage a sponsorship program once its created?

YES / NO

Quicktest

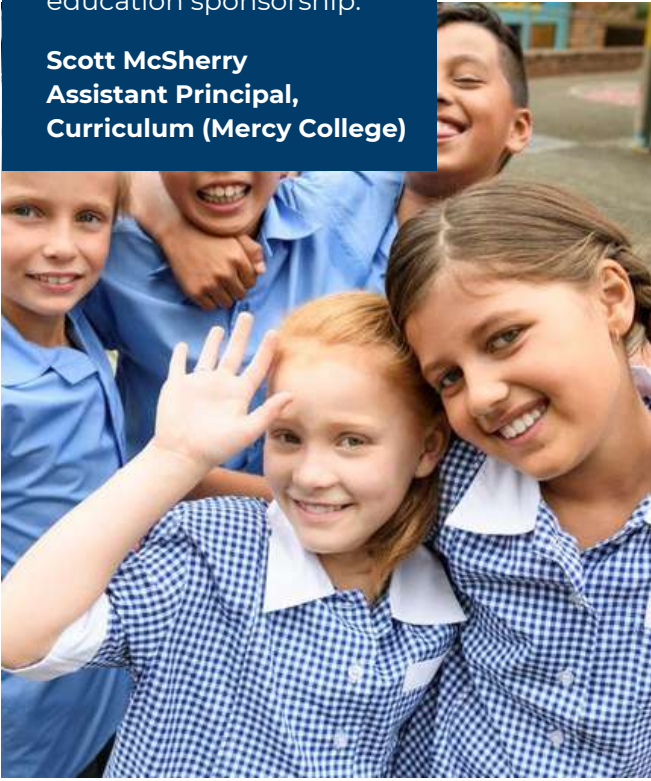
DO YOU REALLY KNOW WHAT TO SELL WHEN IT COMES TO SPONSORSHIP AT YOUR SCHOOL? TAKE OUR QUICK TEST TO FIND OUT IF YOUR SCHOOL IS SPONSORSHIP READY.

01	HAVE YOU FLESHED YOUR SPONSORSHIP ASSETS OUT AND CAPTURED THEM IN AN ASSETS REGISTER?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
02	HAVE YOU LOOKED AT THE MARKET IN TERMS OF BUSINESS CATEGORIES BEFORE GOING TO MARKET?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
03	DO YOU HAVE PROFESSIONAL SELLING TOOLS TO PITCH TO SMALL BUSINESS IN YOUR CATCHMENT? AND DO THESE TOOLS HAVE THE RIGHT INPUTS?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
04	HAVE YOU CONSIDERED WHAT SPONSORS WANT TO SEE?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
05	DOES YOUR PROPOSITION INCLUDE MEDIA EXPOSURE AND DOES IT CONSIDER THE EQUIVALENT VALUE?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
06	DO YOU EXPLORE A PROSPECTIVE SPONSORS OBJECTIVE WHEN PITCHING?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
07	HAVE YOU DEFINED YOUR SCHOOL'S REACH AND IMPACT?	YES <input type="checkbox"/>	NO <input type="checkbox"/>
08	DO YOU KNOW WHEN TO USE PACKAGES OR WHEN TO USE A BESPOKE APPROACH?	YES <input type="checkbox"/>	NO <input type="checkbox"/>



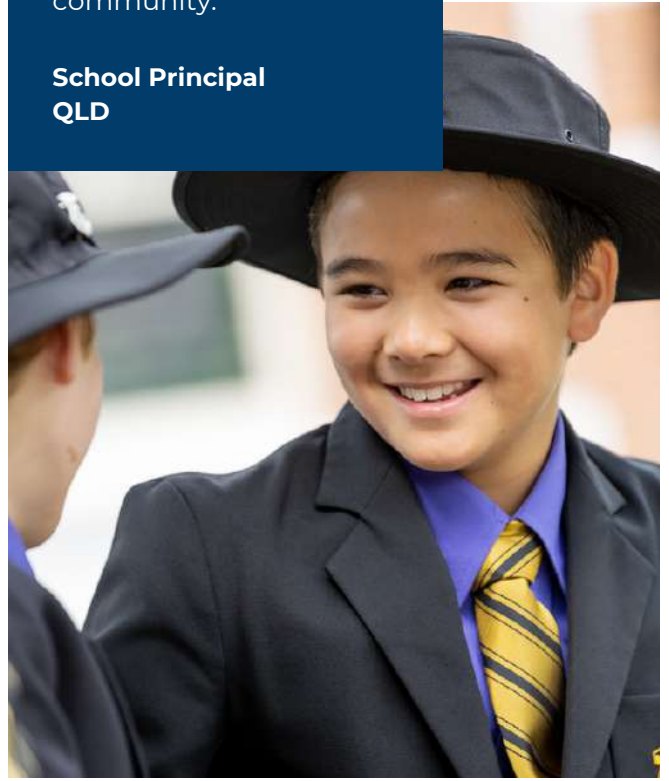
Sponsorship Ready has provided us a fresh take on how to attract education sponsorship.

Scott McSherry
Assistant Principal,
Curriculum (Mercy College)



A family of sponsors is a family of strong advocates in the local community.

School Principal
QLD



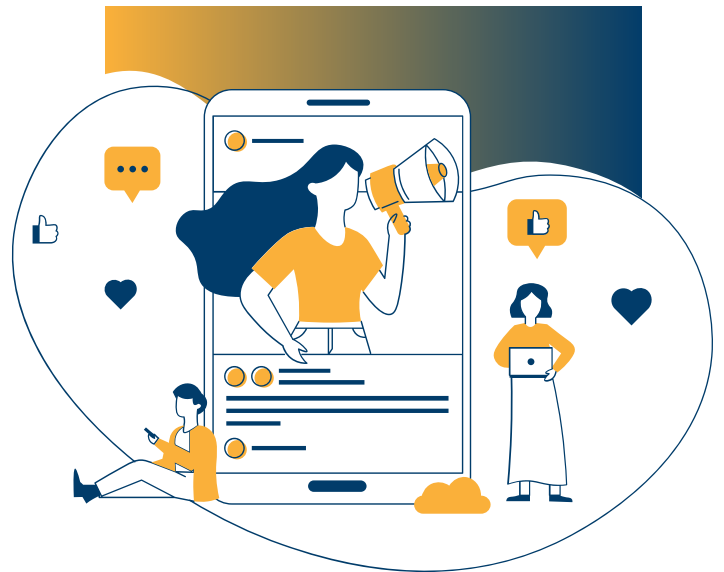
We've had a really good experience with Sponsorship Ready in helping us with our Gold level sponsorships
School Principal

I'm actually enjoying the process and making great connections into the business community.
School Principal



It is definitely worth listening to his pitch if you're not already doing this.
School Principal

We're having a great experience with our Gold level sponsorships.
School Principal



ASK ABOUT OUR:

**SPONSORSHIP
ACCELERATOR
PACKAGE FOR
SMALLER
SCHOOLS**

[Book Free 30-min Strategy Session](#)



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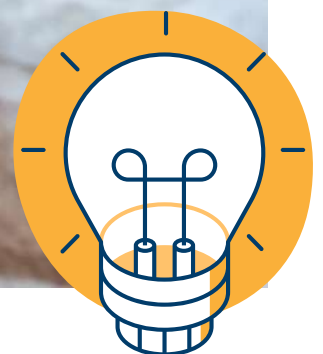
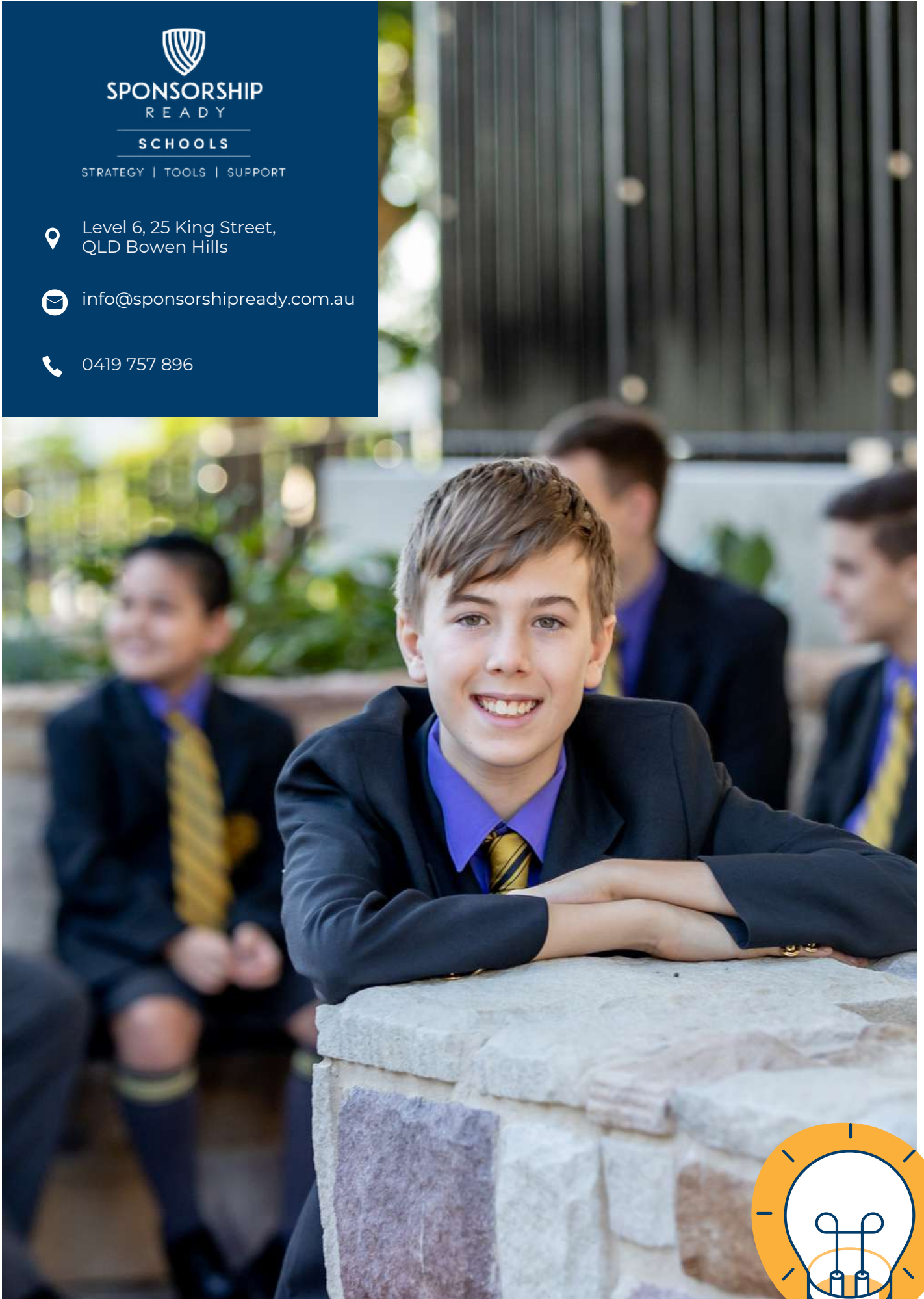
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