

SAMPLE TEXT

For Approaching Potential Business Sponsors

Hello (greetings). I am<<Student>> from Niguel Hills Middle School.

May I please speak to the person in charge of marketing and advertising about Niguel Hills PTSA Sponsorship Opportunities?

We are reaching out to local business for an opportunity to be recognized within our community. Your business can be featured in the 2011-2012 school directory, on the PTSA web site, and listed in a school newsletter which is mailed to the families of our over 1,200 students. By the way, since The Niguel Hills PTSA is a 501(c)(3) nonprofit organization, all of your donations are tax deductible.

This sponsorship program has various levels depending on your budget, but please keep in mind this onetime fee covers the entire 12 months.

\$150 Business card (horizontal) in directory

\$250 Business card (horizontal) in directory & link on PTSA website

\$500 ¼ page in directory and link on PTSA website

\$1,000 Full page in directory and link on PTSA website

Which program are you interested in? Would you like to sign up now?

If they are not interested, then politely ask why.

If they are not the decision maker, then ask for the name of the person in charge and when would be a good time to talk with him/her.

(Please bring back a businesscard to verify each visit. Note your name and date of visit on the back.)

Thank them and give them an information packet for their review if they are interested.