

Soliciting for Sponsors

1. Potential companies to invite:

Step 1: If you have sponsors from the past event, Cindy Boyle will contact them to renew. If this is a new event or you want more sponsors for this event, start with the companies who you do business with. These are your best leads. Ask other officers to provide their companies for more great leads.

Step 2: Contact [Cindy Boyle](#) with your list. Some on your list may already be sponsoring other events. This assures us that the same sponsor is not being contacted by many TLA groups.

2. Establish the monetary amount and a benefit list per amount:

A typical list of benefits is listed:

- Recognition on website (company logo)
- Verbal recognition at event
- Logo displayed at event
- Opportunity to provide your promotional information at event (optional)

3. Here is a sample of a sponsor invitation.

Plan to change all items in emphasis & red and elaborate on any message you want to relay.

Hello *First Name*:

The planners of the *XX* program invite you to sponsor our inaugural *XX* program during the TLA *XXXX* Conference in *XX*, April *XX-XX*, 20*XX*. You are at the top of our list to sponsor this exciting program with an anticipated audience of *XX*. (*if you have a speaker, you can promote he/she*)

As sponsor of *XX* at \$*XX*, you will receive the following benefits:

- *Recognition on our group's website*
- *Verbal recognition at event*
- *Logo displayed at event*
- *Opportunity to provide your promotional information at event (optional)*

In early *XX* we will begin to promote this event in email blasts, via our list serve, on our web site, and through social media. We look forward to including you as our sponsor. Upon your reply to confirm, we will request your logo.

We hope that you will consider this great opportunity to promote to your target audience at our exciting new *XX* event.

Thank you!

Officer name, Title, group