



# AYSO Best Practices for Sponsorship and Fundraising



Why we do  
what we do!





## Presentation Overview and Objectives

- Why are sponsorships and fundraising needed elements of your marketing strategy?
- Why are sponsors important and how do you identify them?
- Fundraising – it doesn't have to be that scary!
- Creative fundraising and promotion
- Communication and Stewardship



## Why is this topic important?

AYSO is a non-profit and every sponsorship and donation helps keep player fees affordable and allows more kids to play soccer.

The very idea of asking for money or support can make people weak in the knees, so it is vital to understand how to navigate the information, questions and options.





## Sponsorships, Fundraising & Marketing?

- **Why are sponsors important?**
  - They help defray costs, creating a more affordable local program.
  - They help build awareness of your program to a broader audience.
- **Why is fundraising for your program important?**
  - An opportunity to share the AYSO story and the lasting impact.
  - Engage more people in the success of the program.
  - Allows more children the opportunity to play soccer in your community.
- **How does it compliment your Marketing Strategy?**
  - Broadens your reach.
  - Focuses your messaging.
  - Builds your community engagement.



# Who are our National Partners & how do I work with them?

- Our National Sponsors support the organization as a whole, from the office down to the Region.
- **Here are some of our sponsors and a complete list can we found here:**  
[www.ayso.org/sponsors](http://www.ayso.org/sponsors)
- They can be engaged on the local level in various ways:
  - RC Sampling program
  - Special Event support
  - Exclusive AYSO discounts
  - Digital content to share on social channels and websites
- If you have an idea, ask us and let's see how we can create new ways to engage them and support you!



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# How do you identify & engage sponsors?

- Recruit a committee (ideally 3-6 people)
- Identify the sponsors.
  - Local businesses (i.e.: restaurants, grocery stores, hotels, movie theaters, retail, etc.)
  - Social organizations (i.e.: Elks Club, Rotary Club, Kiwanis, Women's League)
- Identify the need.
  - Field support
  - Additional uniform sponsor (logo can go on sleeve or short)
  - Scholarship program
  - Travel team support
- Create the ask, benefit levels and time schedule.
- Assign members to the potential sponsors to start asking.
- **ASK!**



# How do you create sponsorship benefit packages?

- Identify your needs and the scope of the event to help determine what you can offer potential sponsors.
- Create tiered levels of support and benefits accordingly.
- Use provided templates to create collateral.
- Keep it simple and executable.

**AYSO NATIONAL OPEN CUP 2018**

**SPONSORSHIP BENEFITS AND LEVELS**

AYSO National Open Cup 2018 Sponsorship Opportunities	1k	2.5K	5k	5k	10k	25k	50k	150k
Presenting Sponsorship and Exclusive Press Release with quote from executive								★
Company executive to present and speak								★
Logo on Step and Repeat							★	★
Event Press Release featuring company mention						★	★	★
Name/Logo on National Open Cup Event Signage	★	★	+	P	★	★	★	★
Recognition in pre-event email to parent attendees	★	★	+	P	★	★	★	★
Social Media Exposure (Facebook, Twitter and Instagram)	★	★	+	P	★	★	★	★
Logo and link on National Open Cup website		★	+	P	★	★	★	★
Co-branded Partnership Banner					★	★	★	★
Opportunity to display company banner during event	★	★	+	P	★	★	★	★
Opportunity to place item (promo item or coupon, no flyer) in event goody bags (player, coach, and referee)	★	★	+	P	★	★	★	★
10 x 10 booth space (Fri-Sat, July 13-14) in vendor village	★				★	★	★	★
Exclusive Branding of First Aid Tent			+	P				
Exclusive Branding of Referee Tent								
Sponsorship of World Cup Viewing Party (Sunday, July 15)		★						
<b>Supplemental Opportunities</b>								
Recognition in Digital welcome packet \$200 (included if you are a sponsor)								

World Cup Viewing Party
 First Aid Tent
 Referee Tent

For more information on National Open Cup 2018 Sponsorship Opportunities, please contact:  
 Mike Grigorian, 424-221-7928 or MikeGrigorian@ayso.org  
 Michael Zweig, 424-221-7925 or MichaelZweig@ayso.org

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 POSITIVE COACHING | GOOD SPORTSMANSHIP | PLAYER DEVELOPMENT





# Fundraising doesn't have to be scary!

- On the contrary, it can be fun!
- First, determine why you need to fundraise.
- Once you identify the need, then build the story.
- Develop the marketing strategy, identify the audience, create the content and determine the timing
- Have your board/committee each identify at least 3 people to start with.
- **Divide and conquer and start asking!**





# Creative Ideas!

When creating your proposals and campaigns, be creative, make them fun, think about what would engage you. Remember, the audience you're speaking to, is you!

These are just a few ideas to get your creative juices flowing!

- Traditional events: Bake sale, car wash, restaurant nights
- Special Events/Competitions: Goal-a-Thon, Juggling Contests, Raffles, Silent Auctions
- Community Events: Fairs, Community Activities
- Non-Traditional: Social media (sponsor donation every time a special hashtag is used).
- Peer to peer campaign via online (i.e.: GoFundMe.com, Classy.org, Crowdrise.com).



## Communication & Stewardship

**Now that you've decided on your campaign/event, communication is key before and after.**

- Ideally, 4-6 months is a good planning timeline.
  - Start building awareness for the campaign/event before official launch.
  - Utilize registration and in-season as a promoting time.
  - Create collateral: Flyers, postcards, banners, social media, email blasts, website
  - Send out media and press alerts
  - Use local business/partners to help spread the word
- Send reminders a week before kick-off.
- Send thank you emails after campaign/event and let them know about other ways to support.



## Communication & Stewardship (cont.)

- Keep your sponsors engaged and updated
- Create a timeline of executing the benefits afforded with their level of support.
- Invite them to your key season events and recognition receptions.
- Create a recap report for them and a survey for feedback.
- Set up a time for a renewal conversation if it was a beneficial partnership.



## Communication & Stewardship (cont.)

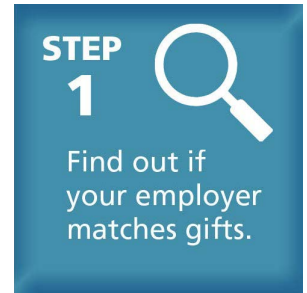
- Work with National Office to prepare your IRS Donation Tax ID letters ahead of time.
- IRS Donation letters will be sent to all who donated over \$150+.
- Send thank-you letters to all volunteers that helped make it a success
- Send out a recap to all your Region members.





## Additional ideas to consider...

- Employee match programs for volunteers.
- Local match sponsors for specific campaigns.
- In-kind services to help defray costs.
- Grants (which the Office can help you write).
- Recycling programs.







## Resources...

- Don't forget to market and promote your events and campaigns.
  - AYSO Marketing Toolkit: Customize AYSO marketing collateral without needing design software – <http://www.aysomarketing.org/>.
  - Local sponsorship tools can also be found here: <https://www.aysovolunteers.org/download-sponsorship-tools/>
- Questions?
  - [Marketing@ayso.org](mailto:Marketing@ayso.org)