

Team Sponsorships

This year we are excited to introduce a new aspect to our fundraising program. We are seeking \$300 sponsorships from our local business community. Our hope is to raise funds on a larger scale as opposed to selling things all throughout the season. We can all agree that it is very nice to have our fundraising efforts completed for the most part by early November so the players can just concentrate on playing ball. We hope that these sponsorships will help the program meet its goals in providing the best possible opportunity for the players to be competitive whether it be at a local, regional or national level.

We are encouraging each family to try to secure at least one sponsorship. More would be great. We all have contacts in our various walks of life that we may be able to reach out to and tell them about our program. We are offering an incentive in hopes that each of you will join in this effort. For EACH sponsorship secured you will receive a \$50 credit towards your fundraising goal.

A Few Suggestions About Seeking Sponsorships:

****** Call ahead and arrange a face-to-face visit with a potential sponsor. Be respectful of their time so make an appointment. It would be great if the player does the communicating. Very helpful if potential sponsors can put a face with the players that make up the Western Kentucky Trailblazers.

****** At the meeting present them with Sponsorship Packet. It would be nice to have this in a large envelope with their company name and personal contact name on front. Please

familiarize yourself with the sponsorship letter. This has all the information that you need to convey to your contact.

** Tell them about the program and see if they have any questions. You may even use social media or something like that to show them a short video clip of your team or pictures of your team. Help them put faces to the reason we are seeking sponsorships. You could access pictures on FB.

** Leave them with the sponsorship packet. If they don't make an immediate commitment tell them you look forward to hearing from them soon. Thank them for talking with you and considering an investment in the basketball program.

** If you have not heard from them within a week follow up with a phone call.

** You can get sponsorship packets from Joseph Kirkpatrick.

For all fundraising questions please contact:

Joseph Kirkpatrick: jkirkpatrick@cfcounseling.com

270-792-6049

Western Kentucky Trailblazers Sponsorship Form

Date _____

Company Name _____

Contact Info:

Name _____

Address _____

Phone Number _____

Player Name _____

Agrees to sponsor the Western Kentucky Trailblazers
Basketball Program for the 2017-18 Season in the amount of
\$300.

Please make checks payable to Western Kentucky Trailblazers
Basketball.

Thank you for your support!