



Wando Chorus

2017-18 Sponsorship Program Student Information

Calling all Wando Chorus Students— It's Sponsorship Time!



Sponsorship Facts:

1. 50% of any Sponsorship money you collect goes directly into your student account
2. Four Platinum Sponsorships could provide \$1000 to your student account—are you planning to go to on any trips? Your student account carries over each year.
3. The other half of each Sponsorship goes directly into the Chorus program, providing more opportunities for clinics, amazing music, festivals and more.
4. Sponsorships create a community—the more people that know about Wando Chorus, the better!

How do I get Sponsors?

1. Determine why a Sponsorship would help you. If it's all about the money, then you are missing the point. Create three statements to share with sponsors about Wando Chorus, it's affect on you, what you hope to gain, etc. Sponsors need to know **why** they should support you.
2. Describe what Wando Chorus is—did you know there are 280 students in chorus? That we have multiple choirs? That we have a community service project each year? That we provide free concerts several times a year?
3. Know how the Sponsor will benefit from supporting you—have a good understanding of the 3 different levels of sponsorship and what they will receive in return.

Rules for Sponsorships:

1. Think big—don't be afraid to ask for the highest level.
2. Don't get discouraged if people say no. There are a lot of different fundraisers going on right now.
3. Be positive and smile. Know your information and be confident in your presentation.
4. Have everything you need to "close the deal." Make sure you have forms with you. We also have an online option for Sponsorships now. Be prepared to explain how the form works and what information you need.
5. Always say Thank you—even if the potential sponsor says no.

What types of Sponsorships do we offer?

\$500 Platinum Sponsor

- \$250 credited to student's account
- Two tickets to Cabaret (\$20 value)
- Business or Name printed in concert programs
- Business or Name advertised on a single page to audience prior to concerts
 - Business logo and link included on the Sponsor Page of our website

\$350 Gold Sponsor

- \$175 credited to student's account
- Two tickets to Cabaret (\$20 value)
- Business or Name printed in concert programs & post concert receptions throughout the year
- Business link included on the Sponsor Page of our website
- Business or Name advertised prior to concerts

\$100 Silver Sponsor

- \$50 credited to student's account
- Business or Name printed in concert programs
- Listing on the Sponsor Page of our website