SAN DIEGO MESA COLLEGE FOUNDATION

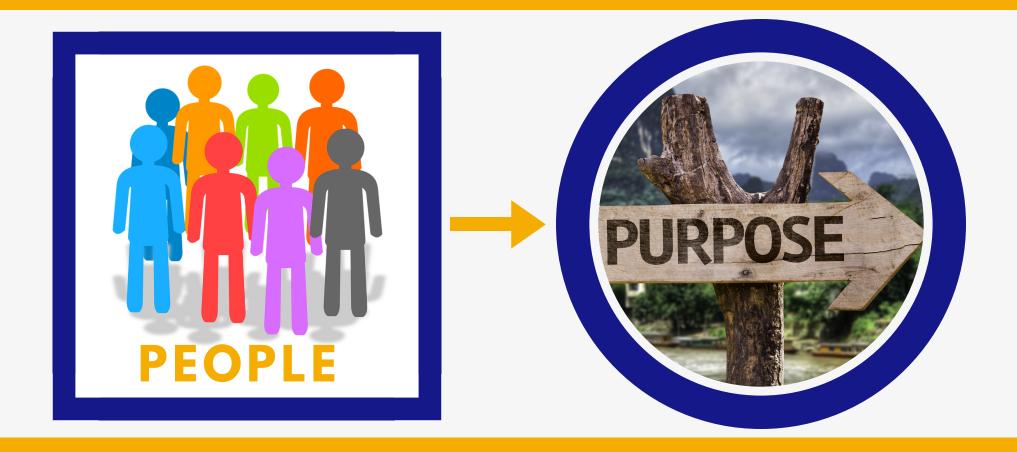
PRESIDENT'S CABINET · FEBRUARY 20, 2018 ·

SPONSORSHIPS 101

HOW CAN SPONSORSHIPS HELP OUR STUDENTS?



FIRST, A REMINDER OF THE FOUNDATION'S ROLE:





WHAT'S A SPONSORSHIP?



A WAY TO PARTNER

BUSINESS PROPOSAL

AN EXCHANGE!

MUTUAL BENEFITS

...A WIN-WIN FOR BOTH NON-PROFITS AND PARTNERS



WHO FUNDS SPONSORSHIPS - AND WHY?

BUSINESSES (LARGE & SMALL), COMMUNITY GROUPS, NON-PROFITS, PEOPLE (SOMETIMES)



RECOGNITION

BRAND VISIBILITY

IMPACT

PEOPLE AND ENTITIES YOU KNOW!

FEBRUARY 2018

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WHY ARE SPONOSRSHIPS SO WONDERFUL?



BECAUSE THEY BENEFIT OUR STUDENTS!

WIN-WIN

INCREASE FUNDS FOR MESA & MESA STUDENTS

HELP CREATE & STRENGTHEN PARTNERSHIPS

REDUCE A SPECIFIC TYPE OF EXPENSE: OVERHEAD

SOUNDS PRETTY COOL!

CAN WE DO THAT?

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SD MESA SPONSORSHIP OPPORTUNITIES!

MANY OF YOU HAVE OFFERED SPONSORSHIP

RESOURCE DEVELOPMENT & COMMUNICATIONS CAN HELP

ANNOUNCING: SCHOLARSHIP AWARDS CEREMONY SPONSORSHIP OPPORTUNITIES!!!



SPONSORSHIPS AND YOU



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HOW DOES IT WORK?

REQUESTING A SPONSORSHIP IS A SIMPLE AND FLEXIBLE PROCESS

1- IDENTIFY POTENTIAL SPONSORS WHO ARE WE ALREADY TALKING TO?

2- INTERNAL "GAME PLAN"

CHAT WITH KRISTA! WHY? WE DON'T WANT TO ASK TWICE

3- HAVE A CONVERSATION

REACH OUT DIRECTLY OR MAKE AN INTRODUCTION

4- OFFER THE OPPORTUNITY TO INVEST THIS IS WHERE OUR PACKET COMES IN HANDY! DON'T WANT TO ASK? THAT'S OK!

5- FOLLOW-UP AND CIRCLE BACK!

THERE'S A FORM OUR SPONSORS CAN FILL OUT + CHAT WITH KRISTA. WHY? SO OUR RIGHT HAND IS TALKING TO OUR LEFT



I WOULD LOVE TO HEAR FROM YOU.

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