

# Sponsorship Engagement Guide

## American Legion Baseball, Post 14

- **Prepare before your visit:**

- a) What do you know about the business/person? What affinity would they have for sponsoring youth baseball?
- b) Fill out the Sponsorship brochure with all the information you can

- **Introduce yourself:**

Ask for the correct person in regards to request for philanthropic support (e.g. manager, owner, public relations personal). Ask how you can set up a meeting with that individual

- **When meeting with the proper individual, re-introduce yourself:**

- a) Smile, shake hands and make eye contact
- b) Give them your name, school grade, baseball position and any personal connection to the business

- **Previous sponsors:**

“Thank you so much for your previous support. Without your generous donation, Legion Baseball in Montana would not have been able to thrive. Would you please consider continued support? Do you have any questions about the program or sponsorship?” Use material to answer questions about the program or sponsorship.

- **If soliciting a new sponsor:**

“Thank you so much for meeting with me. I am here to ask if your company would be willing to become a sponsor of American Legion Baseball in Bozeman. Do you have any questions about the program?” Use materials to answer questions about the program and sponsorship.

- **If they decline sponsorship:**

Thank them for their time. Ask if it would be okay if we asked again for a future season. Please make sure to record who you talked with and report back to the Legion program to help manage our donor data base

- **If they need time to consider sponsorship:**

Thank them for their consideration. Ask when would be appropriate and how to re-contact them regarding a decision.

- **If they agree to sponsorship:**

Thank them for their support and give them the pamphlet with info filled out. Inform them they can either mail a check or submit electronically through [bozemanbucks.com](http://bozemanbucks.com). Tell them you will return with game passes and/or meal tickets

- **Follow up and thank you:**

You are required by the program to hand deliver a thank you card plus passes/meal tickets as soon as the business funding has been received. You also are required to send a second thank you at the end of the season. The second thank you contact will be coordinated by your coach. You can detail your season highlight.

- **Contact the Legion Program about the outcome of the conversation:**

Email to Andrew Sullivan at [andksull87@gmail.com](mailto:andksull87@gmail.com) the following information:

- a) Business name (or individual)
- b) Outcome of conversation (e.g will sponsor, declined, declined but encourage us to ask again next year).
- c) Email and/or telephone number of best contact

The above info helps the program to maintain a more robust donor data base. Feel free to put several donor conversation outcomes in a single email for efficiency.