



How to sell a sponsorship:

1. Look over the list of last year's sponsors. If you sold a sponsorship last year, you should contact the business this year to see if it is interested in sponsoring us again. If there is no name listed next to a sponsor, this means that a senior sold the sponsorship last year and a different player should contact that sponsor this year. Please let either Bridgette Skaff or Regan Dahle know if you plan on contacting one of these sponsors so that we make sure we are not duplicating our efforts.
2. If you are new or didn't sell any sponsorships last year, brainstorm about businesses you or your family frequent. The more "local" the business, and the more familiar you are with it, the more likely you will be to sell a sponsorship. Once you have a few leads, pick an afternoon and visit or call them. Ask with whom you need to speak about sponsoring Pioneer Field Hockey's fall teams. Local businesses are very used to this type of solicitation, so don't be shy!
3. Once you identify the correct person, tell them a little about PFH and yourself. Smile. Show them the Program Advertising Contract, explain our levels of sponsorship, and ask them if they would like to sponsor our fall season.
4. If they say yes, complete all of the information requested on the Program Advertising Contract. Leave the second page of the contract with the business, or send it to them in the mail if you are speaking with them on the phone. They can keep this as a receipt and a record as to where to send the check, artwork, etc.
5. As a reminder, checks should be made out to Pioneer Field Hockey and mailed to: Bridgette Skaff 3224 Honeysuckle Dr., Ann Arbor, Michigan 48103 or given to Molly Dahle or Jessie Skaff at practice.
6. If the sponsor can't write a check right away, or you are talking to them on the phone, have the business send the check to: Bridgette Skaff, 3224 Honeysuckle Dr., Ann Arbor, Michigan 48103.
7. You should mail or email the completed first page of the Program Advertising Contract to Bridgette Skaff at 3224 Honeysuckle Dr., Ann Arbor, Michigan 48103 or bbskaff@gmail.com or give it to Molly Dahle or Jessie Skaff at practice.
8. If you get a \$250 GOLD sponsor or a \$500 PURPLE & WHITE sponsor, great job! Have the business email their logo/art to Regan Dahle at dahle@butzel.com. JPEG or PDF will work best.
9. The player that sells the highest dollar amount of sponsorships will win our big contest! You will get to select a PFH merchandise item of your choice and receive special recognition at our end-of-season banquet.

That's it! We are hoping that every athlete can make at least one sale by August 18th.

Happy Selling!