



# HOW TO LAND A **SPONSORSHIP** FOR YOUR LOCAL **STRIDES FOR CJD** EVENT

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# TYPES OF SPONSORS

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As you prepare for your Strides for CJD event, work with your location Captain to secure sponsorships and fundraising to support the event. Generally, there are four types of sponsorships that you'll be looking to secure, including:

## IN-KIND

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In-kind sponsors don't pay money for the exchange of promotion at the event. Instead, the sponsor agrees to provide goods or services (value in kind) instead of cash as part of a sponsorship agreement. Examples of In-kind sponsorships include raffle, prizes, silent auction prizes, door prizes, or beverages.

## CORPORATE

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A for-profit company that provides money (or goods or services) to a nonprofit organization's event or program in exchange for publicity, visibility and goodwill among consumers. A great place to start are local businesses where you shop, or services you personally use, such as a financial planner or a car dealership.





# DONATION

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Generally, donations would come from family, friends, colleagues who want to support you with this event. FYI: Peer-to-peer fundraising is the greatest source of fundraising and sponsorships.

## HOW TO SECURE SPONSORS

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### STEP 1

## RESEARCH POTENTIAL SPONSORS

To get started, build a spreadsheet of potential sponsors for your event. Potential sponsors could include local gyms, sports leagues, car dealerships, restaurants, bars, grocery stores, hairdressers, financial advisors, and more. Also consider reaching out to family, friends, colleagues, or even your company as potential sponsors as well.

As you build your list, some questions you can ask yourself about a potential sponsor include:

- Why do you think this person or company would be an ideal sponsor for your event?





- Is your target audience the same?
- Do their brand values complement Strides for CJD?
- Are you comfortable with having their organization's name and reputation linked to the CJD Foundation?
- Have they sponsored similar events before?
- Who is the right person to reach out to pitch the sponsorship, and what is their contact information?
- What type of sponsorship are you going to pitch? In-kind? Cash? Corporate? And what exactly do you want them to contribute?

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## STEP 2

# PREPARE YOUR PITCH

Once you've vetted each potential sponsor and built your list, it's time to prepare your elevator pitch. As you craft your pitch, include the following:

- Your own story with CJD, and why this event is so critical and meaningful to the families and friends who have lost someone to this disease.





- Photos from prior events
- A brief summary of your “ask” and why you think that this person or business would be an ideal sponsor for this event.
- A brief summary of what they will receive for being a sponsor.
- Link to the CJD Foundation website and Strides for CJD event website to learn more.
- Your contact information if they’d like to reach out to you to learn more.
- Timing in which you would like to hear back with their response.
- Sponsorship letter.

See the next page for a template sponsorship pitch email for you to use (if you’d like) and customize it for your potential sponsors.

Dear [name],

I'm reaching out for your consideration in becoming a sponsor for an annual fundraiser called Strides for CJD.

Creutzfeldt-Jakob Disease (CJD) is a rare neurodegenerative disease that has no treatment or cure. While rare, CJD affects thousands of families across the U.S. and several families in [location], including my [relative].

My family and I have participated in the [location] Strides for CJD event since [year] to raise money for medical education and research to one day find a cure.

**We are currently seeking sponsors for the event.**

**Sponsorship levels include:** Diamond (\$10,000), Platinum (\$5,000), Gold (\$1,000), Silver (\$500), and Bronze (\$250).

Diamond and Platinum Sponsors' names or logos will be displayed on participant T-shirts, our website, and signage. Gold Sponsors' names will be listed on participant T-shirts and on our website and signage. Silver and Bronze Sponsors' names will be listed on our website.

**Donations:** Donations by cash, check, or credit card may be made in person, by phone, or through our website ([www.strides4cjd.com](http://www.strides4cjd.com)) to support me or the overall event. Please make checks payable to CJD Foundation.

The CJD Foundation is a 501(c)(3) organization (Federal EIN: 65-0404623). Your gift is tax-deductible to the extent allowed by law. If your employer matches donations, please consider requesting a match to complement your personal contribution.

Thank you so much - we truly appreciate your support!

[Your Name]

Strides for CJD [Location]



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## STEP 3

# OUTREACH

Once you've crafted your personal and targeted elevator pitch for each potential sponsor, it's time to reach out to secure the sponsorship. Potential opportunities for outreach include:

- Visit local businesses and ask to speak to a manager
- Snail mail
- Email
- Phone call
- Social media

Once you've made contact with each potential sponsor and had a meaningful conversation about the sponsorship opportunity, send a follow-up note to thank them for their time.

If they agreed to the sponsorship in your conversation, include next steps in your thank you note.

From there, update your sponsorship spreadsheet with notes about your interaction, including your next steps.





# TIPS AND BEST PRACTICES

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- Some companies, like Walgreens and Home Depot, donate items.
- Local “mom and pop” businesses may be easier to obtain donations than larger chains. The smaller the chain the easier it may be to obtain donations.
- Prior to reaching out to local businesses, consider some of the hardships that they may have faced in the past couple of years with COVID.
- Large companies, like Panera, need about 6 months advanced notice for requests for charitable contributions.
- Reaching out to personal contacts for sponsorships is effective.
- You can solicit in person, with the request letter in hand, via email from your friends/contacts/vendors, and by applying online for gift cards and sponsorships.
- When getting sponsorships think of what businesses you are connected to.
- Host Pre-Event Fundraising Events: Guest bartending, yoga class, boot camp class, family BBQ





- Search for grocery stores, ski resort Lift tickets, etc. and send emails out to companies.
- Seek your local businesses like bowling alleys, comedy clubs, sports teams, etc. for tickets (e.g. Signed photographs from sports leagues, Applebee's gift certificate, Hayride gift certificate from a local farm, etc).
- Check out regional businesses (Ex: a coffee shop or grocery chain that has multiple local stores).
- Solicit from businesses where you are a frequent customer. Request sponsors early so companies can get longer exposure.

## FOLLOW UP POST-EVENT

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Make sure to follow up with sponsors after the event to thank them for their contributions.

You can share event photos and information on the success of fundraising efforts.

Showing the results of their sponsorship and your appreciation of their support will make it easier to approach them year after year.

