



## Community Partnership Opportunities

### Four Opportunities to Partner

1. Form a Team
2. Volunteer
3. Sponsorship
4. Stars Icon Partner

Some eager partners will choose to participate in all four ways, and others will pick one. It is our responsibility to educate them on ways they can be involved and to customize a proposal that will best meet their interests.

### Corporate Team

This is a fun team-building opportunity. Forming a team is no cost to the company and can increase the chances of sponsorship in the future.

### Volunteer Engagement

Volunteers are the base of a great event. When company employees engage as volunteers, it strengthens the relationship with the company. Some companies even offer a donation based on how many hours and/or employees volunteer.

### Sponsorship

Sponsorship is a cash donation in exchange for marketing benefits. Generally, you will receive 1 sponsorship for every 4 asks that you make. We only want to present 2-3 levels of our overall proposal to a potential sponsor. Do your research on what they have given to other charities locally and pick the levels you feel would be obtainable and meet the marketing needs they are focused on.

**Every sponsorship relationship is unique**, but we do have a template for you to use with standard benefits for each level of sponsorship. All sponsorship proposals nationwide should be based on the same guidelines. Our goal is to be mostly consistent, while at the same time being mindful of the prospective sponsors needs and interests. Listen to what matters most to them and then tailor the benefits as needed. For example, if the prospective sponsor emphasizes that they are trying to grow their social media presence and that is how they want to spend their marketing dollars, you can take away some of the printed exposure of their logo and add more web and social media exposure to their benefits.

**Acquiring new sponsors is all about consistency in your communication with them and creativity** on how to pitch why our walkers are exactly the people to whom they want to advertise their brand. When you are prospecting, think about the companies that would be natural fits for our CMT community. Where do you shop for your CMT-related needs? What service providers do you use for your CMT-related needs? Who would other CMT patients use?



### Sponsor Prospecting

1. Start a list of companies you think would have an interest in sponsoring your Walk 4 CMT.
  - a. Use online resources to research the local medical industry organizations, what companies/organizations sponsor other health-related walks in your area, and target large companies (those with over 1,000 employees)
  - b. Set google news alerts to stay well informed on any news breaks your prospective sponsors make – [www.google.com/alerts/](http://www.google.com/alerts/)
  - c. Follow them on Facebook, LinkedIn and Twitter.
2. Identify where your other walkers work and who they have connections to. Add those companies to your list.
3. Branch connections
  - a. At your next local CMTA branch meeting, share that you are looking for potential sponsors and ask if anyone has connections that you could approach. (You can even hand out the list of companies you have already compiled as a “memory jogger”)
4. Committee connections
  - a. Ask your committee members to help secure sponsorship
5. Research your community
  - a. Look for networking events you can attend in your area

### Creating your Ask Plan

1. Initial research – get an idea of why the company would be interested in your Walk 4 CMT event
2. Investigate information on employees at the company:
  - a. Do you know someone who has a CMT connection within the company?
  - b. Is this a company where another CMTA volunteer has said they have a connection to someone that works there? If so, you want to involve them in the ask.
  - c. Who is their HR contact, community relations contact, marketing contact, or employee engagement contact? This is usually the best person to make an initial connection with.
  - d. Who are the members of the company’s leadership team? Check their website or LinkedIn.
3. Who can help set up an exploratory meeting?
  - a. If you have an identified connection, ask them to coffee to talk through how you both envision the set-up of the initial meeting and what that ask will look like.
  - b. If you do not have an identified connection or have not found an initial contact from your research, you may need to cold call and ask who handles event sponsorship.
    - i. Send a flyer about your Walk 4 CMT with a hand written note asking that person to meet and explore partnership opportunities. Then call the next week and follow up.
4. Schedule the meeting
  - a. Once you have connected with the appropriate person, ask them when they can meet with you to explore potential partnership opportunities.
  - b. Send an email confirming the date, time, and location of your meeting.



- c. If your meeting is awhile out, send another email the week of the meeting confirming all details.
  - d. Do your research on anything big happening with the company.
  - e. Try to identify what their fiscal calendar is, so you know if you will be meeting with them during budgeting. If they are at the middle to end of their fiscal year, they are not likely to get funding for 2018. Instead, explore with them the possibility of having a team at this year's walk and sponsoring in 2019.
5. Meeting
- a. If you have an identified connection, bring that person with you to the meeting.
  - b. Bring your Walk 4 CMT Fact Sheet and the first four pages of your sponsorship packet.
    - i. Present to them all the ways they could get involved
  - c. Be sure to have paper and pen to take notes.
  - d. Remember to listen more than talk and ask open-ended questions.
  - e. At the end, let them know you will send them a custom proposal and when they can expect that. Ask what their next steps are in the decision making process.
6. Post Meeting
- a. Reach out to Andi ([andi@cmtausa.org](mailto:andi@cmtausa.org)) to discuss how to tailor the proposal.
  - b. Send a thank you email and any additional materials you said you would provide within 24 hours of your meeting.
  - c. Continue asking what they are interested in, and don't be afraid to follow up several times. When you follow up, offer them new information, either research updates, new companies you have gotten involved, progress on fundraising or recruiting teams, etc.

Once you have a sponsorship commitment, it is important to get the letter of agreement (the last page of the proposal) and send them an invoice.