

NATIONAL BLACK HIV/AIDS
AWARENESS DAY 2008 · PREVENTION IS POWER
Get **Educated.** Get **Tested.** Get **Involved.** Get **Treated.**



FEBRUARY 7, 2008
www.blackaidsday.org

FINDING SPONSORS AND PARTNERS IN YOUR COMMUNITY

NBHAAD provides an opportunity for you to build relationships with organizations that are respected and connected to the African American community, or that can provide funding, in-kind donations or venues for events.

BEFORE YOU BEGIN:

- Determine **who you want to approach** for funding/sponsorship/partnering. Here are some examples:
 - Friends of your organization
 - Like minded organizations – those serving other local social and health care needs of African Americans
 - Advertisers in the community – particularly companies with billboards, bus cards and other local outdoor advertising
 - Businesses with an established presence in the African-American community (*e.g. grocery stores, banks and other financial institutions, pharmacies*)
 - Community organizations (*e.g. churches, fraternal organizations, sororities*)
 - Individuals with influence in the community
 - Media (*e.g. television stations, newspapers*)
- Determine **who from your organization will do the asking**. If someone has a good contact at a specific business, you may want that person to be the one to do the asking. Create a chart indicating the target and the person responsible for the contact.
- Establish **levels of sponsorship** including “gifts-in-kind.” Below are a few ways that individuals/businesses can show their support for your event.
 - **Monetary donations.** Be sure to itemize what is needed and what various levels of donations will “buy.” You might consider having a Name Sponsor

who contributes a specific percentage of the total cost (*e.g.* 50%) and whose name, logo and other identifiers are used on signs, hand-outs, etc. The Name Sponsor would be publicly thanked for its support of your event(s).

- **Gifts in kind.** Grocery stores may donate food and drinks for your event. A movie theater might donate free passes to use as an incentive for people to come.
- **Volunteers.** Businesses may encourage their staff to sign up to volunteer for your event(s), to pass out flyers door-to-door or assist in other ways.
- **Publicity support.** Churches, sororities, fraternities and others may run information about your event(s) in their member newsletter. Local barbers or beauty shops might hand out flyers or display posters.
- **Media partners.** You might ask non-competitive media – (*e.g.* a radio station, a television station and a newspaper) – to be media partners and work with you to publicize your event(s) regularly in the week leading up to February 7. You can list your “media partners” on promotional materials.
- Determine **levels of recognition** for sponsors. What do the sponsors get in return? Do they get their name on posters or signs at your event(s)? Do you mention them in your interviews with local media? Make sure that the return investment for the sponsor fits the donation.

HOW TO ASK:

Once you know **who you want to approach** for sponsorship/funding/partnering, here is how to proceed:

- **Make the case.** You need compelling information that shows the potential sponsor or partner why it is important to get involved. Prepare information that can be sent or left behind, including fact sheets about HIV/AIDS rates nationally and locally, newspaper articles that illustrate the impact of HIV/AIDS in your area, and the press materials you plan to use in your campaign.

- **Start the process early.** It may take weeks, if not months, for an organization to be able to make a decision about donating. Give them as much time as possible.
- **Make an appointment.** Find out who you should talk with about sponsorship and schedule a meeting with them. Be armed with information including fact sheets about HIV/AIDS rates and press materials whenever you meet with a potential sponsor. Also go with a formal invitation letter addressed to the individual with whom you are meeting.
- **Dress for the occasion.**
- Or, **mail a personalized spokesperson invitation letter with your factual information.** In-person meetings are far more preferable but if this is not possible, find out who you should send information to regarding sponsorship and mail them a personalized letter. Always follow-up with a telephone call and try to schedule a meeting to determine if a donation is feasible and to discuss next steps.
- **Get agreements in writing.** Make sure that you keep correspondence with spokespersons on file. This will make it easier for you to approach organizations in the future.

Send a thank-you note. In addition to thanking your sponsors and partners, let them know the impact NBHAAD had in your community and nationwide. Let them know how many people participated and relate anecdotes that affirm the importance of the event. Then, put their names on your list to call next year.