

Tips for Getting Individual Sponsors

1. Prepare your presentation
 - a. Materials
 - i. ODP information sheet
 - ii. ODP sponsor form
 - iii. Folder or ring binder with photos, articles, information sheets about your soccer playing, and about any other of your achievements such as school awards. Show the sponsor who you are; help them identify with you.
 - b. Oral remarks (prepare and practice in advance)
 - i. Introduce yourself, say you've been picked as one of the state's best players to participate in the Olympic Development Program (be sure to use the full words, not ODP). Use your folder or ring binder, and the ODP information sheet.
 - ii. Explain that it is very expensive for you, and that you are hoping to get some sponsor support.
 - iii. Point out that the sponsorship is tax-deductible.
 - iv. Be prepared to answer questions about you and ODP. Remember that most people will know nothing about ODP, and many will not know much about soccer.
 - v. Ask for their help. "May I count on you for assistance?"
 - vi. If asked how much you want, you must judge the target. For a neighbor, \$20 might be about right; for a business, \$100. Last year, donations ranged from \$5 to \$1,000.
 - vii. Use the sponsor form to complete the deal.
2. Select your targets
 - a. Businesses or professionals you or your family patronize
 - b. Your soccer club president
 - c. Organizations you or your parents belong to (civic club, church, etc.)
 - d. Relatives
 - e. Family friends or neighbors
 - f. Parent business contacts
3. Make your contacts
 - a. Dress nicely (or in uniform); don't wear a hat; no baggy jeans or inappropriate t-shirts.
 - b. Be sure to have all your materials, and bring a pen.
 - c. At businesses, ask to see the manager if you don't know an individual. If you are told to come back at another time, or contact someone else, be sure to take notes with names, times, phone numbers, etc.
 - d. Make your presentation as outlined above.
 - e. Be sure to complete the paperwork. If you have to come back to pick up the check, be sure to write down the time and place you are expected.
4. Keep checks with the sponsor form, and turn in regularly to your team manager.