

BTM Staff / Volunteer

Sponsorship Agreement Package Instructions

This document contains two sections.

Section 1 is the **sales process** for anyone who is “selling” the sponsorship.

Section 2 is the **Instructions for Sponsorship Purchase** (the “What do I do”)

Section 1

Sales Process – Print out the entire “Sponsorship Package” prior to discussing this with anyone.

Who do we introduce the sponsorship opportunity to?

Ideally any business is a candidate. Our job is to pray first about this subject and allow the Holy Spirit to lead you to the right people. It is our job to just ask. Generally your best options are from people you know who own a business or people you know who know people who own a business.

Show them the flyer and inform them about what we are doing.

Ask if they would help you by sponsoring the event.

Studies have shown that the decision maker will ask themselves three questions. 1), is this good philanthropy 2), will this promote my business 3), will this enhance my image. Generally, if they have no interest they will simply say no.

If they do say **no to the sponsorship** at this point, before you have a chance to get to the (Sponsorship Package Agreement) – Remind them that it is a free event and **ask them if they would consider attending the event?** ? If they say yes or possibly then get their contact information and email that to david@breakthroughmn.org .

Ask them if they will consider:

1. Volunteering
2. Sleep in a Tent
3. Take the Pledge Challenge
4. Golf

If they ask for more information such as “what type of sponsorships do you have available” you stand a good chance that they will do something. Most business owners have the ability to write a check for up to \$1,000 without having to go through a long drawn out process.

Next (Assuming they are still interested)

Guide them through the 5 options found on page 1 (Sponsorship Package Agreement) emphasizing what they get for their donation. At this point they will give you a definitive answer. Honor the answer. Again, if they say no to the sponsorship after having gone over page 1 (Sponsorship Package Agreement), remind them that it is a free event and ask them if they would consider attending the event? ? If they say yes or possibly then get their contact information and email that to david@breakthroughmn.org .

Ask them if they will consider:

1. Volunteering
2. Sleep in a Tent
3. Take the Pledge Challenge
4. Golf

Section 2

Instructions for Sponsorship Purchase.

If they say **Yes** to sponsorship package:

Print out the entire “**Sponsorship Package**” (these documents can be downloaded from the website)

Page 1 – Sponsorship Package Agreement – Have the sponsor fill this out. This page (page 1) is to be retained and given to Breakthrough Ministries.

This is Breakthrough Ministries Copy

Page 2 – Sponsorship Package Agreement – You fill this out.

Payment

Checks can be made out to Breakthrough Ministries and if they need to be mailed in they send them to:

Breakthrough Ministries, Inc
PO Box 931, Burnsville, MN 55337

***Memo must indicate your name**

They can also pay with a **Credit Card** on- line by going to Breakthroughmn.org and clicking on the donate button.

Please have them indicate your name on the note line. You need to indicate their payment by Credit Card on Check # line on Page 1.

Page 2 is the sponsors copy.

Page 3 – Sponsorship Instructions – **Highlight the Logo line** and explain the instructions as well as instructions pertaining to their sponsorship selection. We must get the Logo ASAP.

Page 3 is the sponsors copy.

Page 4 – Flyer – This is theirs to use as a reference with people when taking the Pledge Challenge.

This is their copy

Page 5-7 – Pledge Challenge – Explain how the Challenge works. Review all three sheets with them including the Pledge Challenge rules. Highlight the deadlines and be sure they understand how this works. Inform them that Breakthrough may request to pick up money at various times before the event.

This is their copy.

Financial Donation Receipt – This document will be completed by the Executive Director and either delivered or mailed upon receipt of payment

When you sell a sponsorship agreement be sure that you (The seller) retain:

- Page 1
- 2 Business Cards (please get two business cards from the sponsor)

Ask them to post the Pledge Challenge at work and encourage them to go for the prize.

Turn in all Agreement Packages to John Cocchiarella on Monday at the Breakthrough Ministries Office located at 1605 Southcross Drive West, Burnsville, MN 55306 (Please call in your agreements if you can't make it in).