



SAN DIEGO MESA COLLEGE FOUNDATION

**PRESIDENT'S CABINET
· FEBRUARY 20, 2018 ·**



SPONSORSHIPS 101

HOW CAN
SPONSORSHIPS HELP
OUR STUDENTS?

FIRST, A REMINDER OF THE FOUNDATION'S ROLE:



WHAT'S A SPONSORSHIP?



A WAY TO PARTNER

BUSINESS PROPOSAL

AN EXCHANGE!

MUTUAL BENEFITS

**...A WIN-WIN FOR BOTH
NON-PROFITS AND PARTNERS**

WHO FUNDS SPONSORSHIPS - AND WHY?

BUSINESSES (LARGE & SMALL), COMMUNITY GROUPS, NON-PROFITS, PEOPLE (SOMETIMES)



RECOGNITION

**BRAND
VISIBILITY**

IMPACT

PEOPLE AND ENTITIES YOU KNOW!

WHY ARE SPONSORSHIPS SO WONDERFUL?



BECAUSE THEY BENEFIT OUR STUDENTS!

WIN-WIN

INCREASE FUNDS FOR MESA & MESA STUDENTS

HELP CREATE & STRENGTHEN PARTNERSHIPS

REDUCE A SPECIFIC TYPE OF EXPENSE: OVERHEAD

SOUNDS PRETTY COOL!

CAN WE DO THAT?

SD MESA SPONSORSHIP OPPORTUNITIES!

MANY OF YOU HAVE OFFERED SPONSORSHIP OPPORTUNITIES

RESOURCE DEVELOPMENT & COMMUNICATIONS CAN HELP

ANNOUNCING: SCHOLARSHIP AWARDS CEREMONY SPONSORSHIP OPPORTUNITIES!!!



SPONSORSHIPS AND YOU



HOW DOES IT WORK?

REQUESTING A SPONSORSHIP IS A SIMPLE AND FLEXIBLE PROCESS

1- IDENTIFY POTENTIAL SPONSORS

WHO ARE WE ALREADY TALKING TO?

2- INTERNAL "GAME PLAN"

CHAT WITH KRISTA! WHY? WE DON'T WANT TO ASK TWICE

3- HAVE A CONVERSATION

REACH OUT DIRECTLY OR MAKE AN INTRODUCTION

4- OFFER THE OPPORTUNITY TO INVEST

THIS IS WHERE OUR PACKET COMES IN HANDY! DON'T WANT TO ASK? THAT'S OK!

5- FOLLOW-UP AND CIRCLE BACK!

THERE'S A FORM OUR SPONSORS CAN FILL OUT + CHAT WITH KRISTA. WHY? SO OUR RIGHT HAND IS TALKING TO OUR LEFT



I WOULD
LOVE TO HEAR
FROM YOU.

KRISTA STELLMACHER
DIRECTOR OF RESOURCE DEVELOPMENT

Room: A-111

Extension: 5858

Cell: 619-203-7392

Email: kstellmacher@sdccd.edu

