Business sponsorship checklist

Approaching business sponsors

The key to approaching a business for support is pointing out the benefits they will enjoy as a result of being involved in the program.

Benefits to partnering businesses

- Increased visibility.
- Increased business.
- Improved community image.
- Good feeling in knowing their business is supporting youth.

When talking to businesses share the following:

- Size of the school: ________________________________
- Average size of each classroom: ________________________________
- Estimated number of students participating in service projects: ________________
- List community service projects and project needs:
  __________________________________________________________________________
  __________________________________________________________________________
  __________________________________________________________________________
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- Ideas for business partner promotions
- Free advertising in the school’s yearbooks
- Name recognition in letters sent home to parents
- Name recognition in news releases sent to local media
Information posted on the K-Kids bulletin board