

2012 Cupid's Caper Sponsorships

Selling Instructions

All forms and flyers are available at club or online at:

www.siauburn.org/caper

1. Let Julie Venn know who you plan to contact so she can confirm that the sponsor has not already been contacted by another member. Julie will maintain the Master Sponsor List. Contact Julie if you wish to find out if a potential sponsor is already on the list. If you know a potential sponsor and would like someone else to ask for the sponsorship, please let us know.
2. Reasons to support Cupid's Caper will vary by contact and may include:
 - a. Desire to support you,
 - b. Common interest in supporting the meaningful work Soroptimist of Auburn does for women and girls in the Auburn community,
 - c. Need to satisfy internal goals of social responsibility
 - d. Marketing exposure to 180 guests and members of Soroptimist of Auburn
 - e. Benefits as outlined on the sponsorship opportunities flyer. Note that the upper levels include tickets to the event.
3. Sponsor Contact
 - a. Call or visit your contact to determine interest. Personal contact is most effective, especially for the higher levels of support.
 - b. Email your contact with a cover letter and sponsorship flyer. Both are available on the website at www.siauburn.org/caper or call Julie at 253-735-4062.
 - c. Mail a sponsor kit, available from Christine Tremain. You will receive a large white envelope with postage that includes:
 - i. Sponsor Cover Letter ready for your signature
 - ii. Sponsor Flyer with details of sponsorship levels and benefits
 - iii. Contact Information Sheet to be completed by sponsor
 - iv. Soroptimist International of Auburn brochure
 - v. Save the Date card
4. Follow up
 - a. Follow up with your contact within a week. Ask if you can count on their support at the level you feel is most appropriate for them.
 - b. If they say no, ask if they would be willing to make a smaller donation for the silent auction or if they would like to attend the event. Keep the door open for a sponsorship next year.
 - c. If you get a yes, thank them and let them know that Julie or Christine will be following up with them to ensure they receive the appropriate sponsor benefits. Be sure to collect the Contact Information Sheet so we know who to contact and how.
 - d. Email, call or hand deliver the information form to Julie.