

# Sponsorship & Media Guide Business Solicitation

## Talking Points and Email Ideas

Thank you for your help in gathering business support for our 2022 Sponsorships!

Sponsorship Packets and a link to last year's Media Guide is available for download at: [www.highlandsranchfootball.org/sponsorship-opportunities](http://www.highlandsranchfootball.org/sponsorship-opportunities)

Sample Email to a Business:

"Hi, my name is NAME and I am a member of the Highlands Ranch Football booster club. We are excited to offer the Game Day Media Guide again this year as well as many other opportunities for business exposure through our Sponsorship Program. Businesses like yours will not only have an advertisement featured in our 8.5x11 Media Guide, but also your logo on our website and social media, a banner at all events, tickets to games, and more! We would love it if you could look at our sponsorship guide and consider sponsoring the team again this year? Please let me know if you have any questions"

Sample call or in-person pitch:

"Hi, my name is NAME, with the Highlands Ranch Football booster club. We are looking for local businesses to sponsor our football team. We produce an in-house media guide that's distributed at every home game where you can place an ad, plus you'll get your logo on our website and social media, a banner at all events, and even tickets to games with reserved seating. Can we count on your support this year?"

Have questions or need help?

Contact Jenny Watson at 303-521-5939 or  
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