**Sponsorship & Media Guide Business Solicitation**

**In-person Solicitation and Outgoing Email Script**

Thank you for your help in gathering business support for our 2024 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 Script to an in-person Business cold call:**

“Hi, my name is ***NAME*** and I am a member of the Highlands Ranch Football Team (or booster club). Do you think you could help us out this year?

We are excited to offer the Game Day Media Guide 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 given out at every home game at Halftime Help Stadium, but also your brand could reach hundreds of local consumers and potential new customers! Your brand will appear on many media platforms such as:

-HRHS Football Website

-Multiple Social Media Platforms

-Banner with your logo at all HRHS Football events

-Free Tickets to HRHS Football games, and many more marketing vehicles!

We have many levels of sponsorship for you to explore! What questions do you have?

What level of sponsorship can the team count you in on for our 2024 Season?”

**Sample phone call or in-person pitch:**

“Hi, my name is NAME, with the Highlands Ranch Football team. We are looking to local businesses to help support our football team for our upcoming 2024 season.

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?”

**Sample email:**

Dear [Recipient's Name],

I hope this message finds you well. My name is [Your Name], and I am a [Grade] [Your Position on the Team] reaching out on behalf of my team, currently seeking community partners for our 2024 season and would be honored to have [Company Name] as one of our sponsors.

Our program offers a unique opportunity for local Highlands Ranch and surrounding communities' businesses to engage with a captive and local audience through high visibility promotional vehicles at our events and across multiple media platforms. Here are some key benefits we provide to our sponsors:

* Media Exposure: Your business will be featured in our glossy media guide, which is distributed at all Varsity, JV, and Freshman home games to a wide audience including parents, students, and faculty.
* Online and Social Media Recognition: Gain online exposure through our official website and active social media platforms including Twitter, Instagram, and Facebook.
* Event Visibility: Display your 4'X8' vinyl banner prominently at all our football events hosted at Shea Stadium, including Falcon Fest and all home games.
* Exclusive Perks: Enjoy reserved seating and complimentary tickets to games, providing a perfect opportunity for company outings or client entertainment.

We offer various levels of sponsorship, each providing valuable exposure and benefits:

1. Championship Package ($1500): Includes prominent advertising placements, online recognition, and event visibility.
2. All-American Package ($1000): Offers substantial media and event presence for your business.
3. First-Team Package ($500): Designed for smaller businesses looking for targeted exposure.
4. All-Conference Package ($300): An entry-level option that includes online and media guide advertising.

Enclosed with this email is our detailed sponsorship guide which outlines all the perks associated with each package. We also offer customization of sponsorship benefits to better suit your business objectives.

Your support not only enhances the experience of our student-athletes but also strengthens community ties. All contributions are tax-deductible through our 501(c)(3) non-profit organization.

We would be delighted to discuss this partnership in more detail and explore how we can best align with [Company Name]'s community engagement goals. Please feel free to contact me directly at [Your Phone Number] or email at fundraising@highlandsranchfootball.org.

Thank you for considering this opportunity to support the HRHS Falcon Family. We look forward to potentially partnering with you for an exciting football season!

Skol Falcs!

[Your Full Name]

[Your Position]

Highlands Ranch Touchdown Club

[Contact Information]