



# Individual Sponsorship Information Package

This package is designed to help you in your individual pursuit of Personal Sponsorship

Enclosed you will find:

1. How to proceed with Sponsorship
2. Benefits from Sponsorship
3. Why Individuals Sponsor
4. Why Companies Sponsor
5. The Six Steps to Sponsorship
6. How to prepare for targeting your Sponsorship proposal
7. The Sample Proposal:  
Including sample Addendums

Sub - Appendix A: CFF Policies on Trust Funds and Donations

## **How to proceed with Sponsorship.**

Before you begin to seek sponsorship, it is important for you to become savvy to a few key items in the sponsorship world. There are several things to keep in mind when talking about and seeking sponsorship. Please read this document thoroughly before you begin to develop your individual sponsorship package.

This is going to be hard work, and will require not only an initial investment of time and energy, but it will also require a long-term investment of that time and energy to servicing your sponsors. Keep in mind it will pay off if properly managed. Please note this document is intended to aid those who are currently performing at, a minimum Provincial High Performance or Provincial Team level.

## **Benefits from Sponsorship**

Sponsorship can benefit you in many ways; the most visible way is in securing much-needed funds to help support and manage your training, travelling and equipment cost. When it comes to individual sponsorship, funding can come in two forms; 1) project based i.e. you are give sponsorship to attend a World Cup. 2) Given in trust, i.e. given to you so that it will be used more in a discretionary way. These types are usually more advantageous to you but harder to obtain.

Along with cash infusions, you could also receive other non “cash” benefits, such as;

- **Products / Services:** Sponsors often offset some of a commitment to the recipient by providing products / services that are budget relieving to you or your group.
- **Fundraising Support:** Retail sponsors like your local Starbucks, Wal-Mart and McDonald’s can often offer more valuable Support with both funds and as a fundraising partner.

## **Why Individuals Sponsor**

The majority of individuals that sponsor athletes do so because of a direct interest in a particular athlete. They are either a family member or a close friend that wishes to contribute to the endeavors of the athlete being sponsored. They may also be doing it to receive a tax receipt that helps make the idea of sponsoring the athlete quite attractive. Very few times will you see an individual donate for purely philanthropic reasons, they do exist but they are the exception and not the rule.

Therefore when we refer to seeking sponsorship and recruitment of sponsorship, we will be referring to mostly small business, local sponsors and individual sponsors. Though the following points can aid in securing all types of sponsorship.

## **Why Companies Sponsor**

The majority of companies that become sponsors do so not to replace their current advertising, public relations or sales. Specifically what they are trying to tap is other medium that is tied into their integrated marketing communications effort. With that tie in sponsorship allows them to; heighten visibility, shape consumer attitudes, entertaining clients, recruit / retain employees, merchandising opportunities, showcase product attributes, differentiate product from competitors, drive sales and or a tax right off. These items do make it harder for individuals to seek corporate sponsorship, but they do not make it impossible. This just makes it so those individuals must become more creative when dealing with small businesses or small corporations. It also doesn't hurt to have a contact on inside, remember no contact should ever be over looked.

## **The Six Steps to Securing Sponsorship**

1. Select the company or individual that you feel will be capable, interested and more importantly willing to sponsor you. Learn everything that you can about them. If it applies try and find out who is in charge of sponsorship for that organization and what their official title is.
2. Prepare a written proposal for Sponsorship, and make sure that it is properly addressed to the right individual. This proposal when applicable should be tailored in a way to fit with the company image or stature. (In the

example below you will see that the company or small business values community and community values. A hint; “I’m a poor athlete give me money” isn’t the best approach.)

3. Submit your proposal and whenever possible do it in person, you maybe handing it to a secretary or an assistant, but make sure that you dress appropriately; formal business wear when possible. (Leave the ripped jeans at the salle, remember you never get a second chance to make a first impression, and you never know who might see you.)
4. Follow up your written proposal with a phone call and try to set up a face to face meeting, this is where you can sit down and actually have the opportunity to impress them and to encourage them to want to sponsor you.
5. Close the deal, negotiate in person a product/service or financial arrangement that you both can live with.
6. Service your Sponsor, live up to your obligations and keep in communication with them so that you can go back to them in the future, never presume that it’s a one-time deal.

### **How to prepare for targeting your Sponsorship**

When sitting down and deciding that you are in need of receiving sponsorship, you must first become realistic about yourself and your assets. When you do this evaluation, you must be completely honest and take a look not only at your expenses that you are trying to cover, but also you need to take a look at what you could be possibly worth. When we talk about worth, we are not talking about your worth as a person as we know that you are priceless. What we are talking about is your worth as a property; as a marketable property.

First perform the following exercise to help you get an idea on your marketability. Do this on a separate and lined piece of paper, use a separate line for each item with a blank line in between, we’ll start at the top and work our way down. (You may choose to this on your computer and print it up afterwards.)

1. Write your name, your current age, and date of birth.
2. Write your hometown, and your current training location.
3. Write your Weapons currently being fenced, including gender.
4. Write the year you started fencing and the current number of years you’ve been fencing. (If you have been fencing in a number of weapons, then list those weapons individually.)
5. Write down all your results that you can remember from the beginning to now, make sure to include the town/city/country when appropriate. Dates are also important. (If you’ve been fencing in a number of weapons, do a separate list for each.)
6. Write down all coaching or referee courses that you have received or taken, in the same manner that you recorded results.
7. Write down your highest Canadian ranking and your highest FIE ranking if applicable.
8. Write down your current Canadian ranking and your current FIE ranking if applicable.
9. Write down a list of every coach that you have ever had and for how long you have been with that coach.
10. Write down your current school and/or work status. If you are a top student then make note of any academic awards that you have earned.
11. Write down any other organized sports that you may be competing in at a Provincial, National or International Level.
12. Write down any other community involvements that you may have; e.g. Boy Scouts or 4 H Club.
13. Now place your yearly training and competition plan next to all this information.
14. Write a list of approximate cost for each item on your training and competition plan.

You have now created a personal profile of who you are in fencing and in your local community. This information may be very long for those who have been competing for a long period of time or possibly quite short, if you are new. This information will also help you in your final written document, while keeping you grounded during the writing of your proposal.

Now write a list of items or services that you can provide to a potential sponsor, this can include everything from giving free fencing lessons, to wearing a company Logo or doing personal appearances on their behalf. You may have to be creative because your potential sponsor is more likely going to give the support if they feel that they are getting more out of it than a tax receipt and your thanks.

## The Sample Proposal:

Your proposal should comprise the following items.

Covering letter

- Introduce yourself and the specific opportunity and Key Benefits the Sponsor will receive.
- The Fee or Fee Range
- The Close/Call for Action

Addendum A: Fact sheet - Your Fencing Resume

Addendum B: Fact sheet - Your tournament and training plan for the rest of the quadrennial.

Addendum C: Fact sheet - Your outside fencing interest and activities.

Addendum D: A short history of Fencing (If you are really keen).

Please note, anything in parentheses and Italics means tailor the information to a particular company or to your specific situation.

Important factors to always keep in mind when presenting yourself for Sponsorship.

- This may be the first impression a potential sponsor may get of you, you want it to count.
- Learn about your potential sponsor, make sure that they're financial sound enough to sponsor you, and that it isn't just wishful thinking on your part that they might be able to sponsor you.  
Do not mislead your potential sponsor with exaggerated past claims or future expectations, keep yourself real. You may or may not get them as a sponsor this time, but exaggerations have a way of causing problems towards future attempts.
- Do not underestimate yourself either.
- Except from family, money is rarely for free, be prepared to do some servicing for your sponsors.
- Do not get discouraged, these things take time and there is no quick fix money solution.

Please remember that this sample letter does not need to be used as a template, but is to be used as a guide.

*OFFER LETTER*

*The offer letter should be personalized, written on your personal stationary and not more the three pages long.*

Dear (Contact):

Allow me to introduce myself *Shannon Smith*, and the exciting world of the Amateur Sport of Fencing, a sport that is steeped in tradition and history and is currently my passion. As you may or may not be aware fencing is an exciting and challenging sport that has its roots as deep and ancient as the Egyptians and as prestigious as one of the few sports remaining from the original modern Olympic Games. It must also be said that it is certainly a live and well here in our community.

I am inviting you to take part in the development of not only a first class sport in this area, but also inviting you to help the development of a fine young person and athlete. My goal is simple. I plan on being the best that I can be. I believe that that means not only a member of our *national team* but also as well respected and contributing member of our community. This is my dream and with the support of individuals and organization like yourself I can try and I can succeed. Unfortunately like most Canadian sports, fencing is experiencing a short fall in funding and my limited personal resources unfortunately do not make up for the shortcomings that I frequently face, and this is why I seek your support. This is how you can help.

In exchange for your financial or product support I will not only promise to work my hardest to do my best and to succeed, but I will also offer you the following package of personal benefits;

**A Free Introductory Lesson:** I will personally introduce you to this wonderful sport and give you a free set of lessons so that you can come and try it out. I am sure you will enjoy this sport as much as much as I do, and you with appreciate why it drives me.

**A Bi-monthly Report** I will keep you informed about my training and competition plans and with progress reports with the results I have achieved. I will also keep you apprised to any significant changes in Canadian Fencing, my rankings and my efforts to become the best I can be. This newsletter will also include my personal invite to every local tournament that I attend where you can see me put skills use. These reports will also be available on my personal web page where your *company name* and Logo will be prominently displayed, to show your support and a link to your site if that would be to your interest.

**Local and National Visibility,** I can give your company's logo and/or name a prominent space on my fencing bag and on certain places on my fencing uniform. My fencing bag travels with me everywhere I go and is an important piece of my equipment. As for my uniform, due to our international regulations I can only have minor representation on them, which I'll clarify before we meet.

This year is an ideal time to take part in supporting me, and individuals like myself, as I am coming off my most successful season ever. This past year has helped encourage me and if I dare say has made me more enthusiastic then ever before, and I am sure with my hard work and your support I can make this up coming season even better then last. For this Sponsorship package the fee is (\$2000.00). Please remember that this money will go to supporting a young athlete that is performing at *her* best and is becoming a responsible member and leader in the community. I am not only learning the fundamentals of hard work and dedication, but I'm becoming an ambassador for our community, province and with your help possibly our country. I would also like to point out that all donations of \$50 or more from corporations or \$25 from individuals are eligible for a charitable tax receipt from our National organization the Canadian Fencing Federation.

Please consider this proposal as a starting point. Due to everyone's individual needs and situations, there may be additional or more modest opportunities to be explored. I look forward to meeting with you so that we may be able to both learn more about each other and our individual goals and priorities. I am sure this meeting would require not more then a few minutes of your time and would be of course without obligation.

I look forward to your comments and to following up with you within the next week.

Sincerely,

*Shannon Smith*  
*Your Local and Provincial Fencing Team Member*

*The addenda's are the venue where the potential sponsor can take a look at the person they might eventually sponsor. This is your first and possibly the only chance you have to make an impression. Remember that in not all cases will you have the opportunity to meet the potential sponsor before the day you hand it to them or there receptionist.*

---

*New Page.*

Addendum A: Your athlete profile, one page maximum, if you can include a picture that would be ideal.

Shannon Smith, 17,  
Women's Sabre  
**Born:** 23/10/83, Chibougamau QC  
**Residence:** Montréal QC  
**Hgt, Wgt:** 180 cm, 72 kg/6', 158 lbs  
**Occupation:** Student/Athlete  
**Coach:** John Smith  
**Club:** Three Blades

*Include only your top results, especially if you find you have too many. Do not include anything from more than an 8 years ago unless you won; a National, International Championship, earned a World Cup medal or competed in a Olympic Games.*

---

*New Page.*

Addendum B: Your competition and training plan for the upcoming year, one to two pages maximum. Break it up into sections; International travels first, then national and then local. Including cost can be at your discretion, you may choose to footnote that approximate cost maybe available upon request.

---

*New Page.*

Addendum C: Your school and or other outside involvements in other sports or in the community. This section should show you as well rounded individual. When possible, focus on things you do that benefit others first.

## Sub - Appendix A

### Canadian Fencing Federation – Policies on Trust Funds and Donations

#### **Trust Funds**

##### a) Athlete Trust Accounts

The CFF will receive monies on behalf of athletes on the National Team and hold these monies “In Trust” in high interest yielding bank savings accounts until such time as the athletes are no longer competing on the National Team. Athletes may continue to deposit funds to these accounts from year-to-year, utilizing monies only as needed. The CFF may also receive donations, issue tax receipts and deposit these funds to trust accounts.

An athlete with a Trust Account can request funds from that account at any time, by contacting the Executive Director. The cheque is prepared on the CFF’s normal current account and the funds transferred from the athlete’s Trust Account to the CFF current account. It will normally take a period of two weeks for the athlete to receive their cheque. Athletes are advised to ensure that the funds they request can be properly supported by original receipts.

All funds utilized are taxable. The CFF must issue and file T3 Supplementary receipts and a T3 Summary if the Federation made payments to resident athletes during the year. The T3 Summary is the Canadian Amateur Athlete Trust Group Information Return.

Insofar as the CFF administers these Trust Accounts, an administrative fee of up to 10% may be levied on each deposit to the account, up to a maximum of \$200 on any one deposit. In reality, the administrative fee charged is usually more in the 3-5% range.

##### b) Other Trust Accounts

Trust accounts may be established for other purposes and have been from time-to-time. Examples include the Women’s Advisory Committee account and a COA Funds account. As both these accounts were closed in May 1997, the CFF does not currently maintain any trust accounts other than those for athletes.

#### **Donations – Tax Receipting**

##### a) Policy

The Canadian Fencing Federation holds a tax number and can issue tax receipts in keeping with its status as a registered Canadian Amateur Athletic Association. In processing tax receipts for dollar donations, or goods-in-kind, the CFF will adhere to the guidelines of Revenue Canada. The minimum dollar amount which the CFF will receipt (effective 2001) is \$25.00 for individual and \$100.00 for Corporations or Businesses.

In certain instances, when a donation is provided to assist with a specific program, club, weapon or region, it is anticipated that the CFF will provide a grant to that program in keeping with the amount of the donation. In these instances, the CFF may retain up to 10% of the value of the donation to offset the administrative costs connected with processing the donation(s). Typically the administrative fee is levied when a particular “donations campaign” results in the receipt of a large number of cheques. In each case,

the fee must be negotiated with the Executive Director in advance of the donations' campaign. Individual donations are not normally assessed a fee.

b) Procedures

The CFF maintains its non-profit status by completing annually two forms:

- i) Registered Canadian Amateur Athletic Association - Return of Information (Revenue Canada)
- ii) Form 3 – Annual Summary (Industry Canada, Corporations Directorate)

Tax receipts are normally issued within one month of the receipt of the donation. In all cases however, tax receipts must be issued by December 31<sup>st</sup> to be deductible for that taxation year. The receipt itself has two copies (white/yellow) and includes the amount donated, the date, the donor's name and mailing address, and the CFF's Business Number and Registration Number, which are as follows:

Business Number (BN) XXXXXXXXXXXXXXX  
Registration Number XXXXXXXXXXXXXXX

Due to the low volume and varying amounts of donations, tax receipts will be produced manually using the CFF pre-printed tax receipts.