

# Zionsville Showchoirs, Inc. Sponsorship: Student Information

Obtaining sponsors is one of several ways to pay your participation fees. 100% of what you collect in sponsorships goes directly to your account. It is as easy as 1,2,3!

## Step One: Who to solicit

- Make a list of all the people that might be willing to support your participation. Think about relatives, neighbors, friends, and people/businesses you frequent.
  - **PARENTS CANNOT SPONSOR THEIR OWN STUDENT/CHILD.**
  - Grandparents are often sponsors.
  - Is there an aunt, uncle, cousin that has always loved to watch you perform?
  - Do you have friends or neighbors that support one another's children? Do you buy the Boy Scout popcorn, Girl Scout cookies, athletic booster discount card, etc...?
  - Have you attended a dance studio, taken music lessons of some type, or always purchased your dance shoes or clothes at the same place?
  - Who do you consistently buy services from (hair stylist, barber, nail tech)?

## Step Two: Prepare your solicitation.

- Decide how you will ask each of the people on your list (face to face request, a letter, an email). You might ask different people in different ways.
- The levels of sponsorship and the associated benefits are defined on the sponsorship form.
- The sponsorship form for 2017-18 is available to download on the show choir web site. [www.zchoirs.com](http://www.zchoirs.com) Be sure to send this form with your request.
- Information you might include when you ask for sponsorship.
  - Tell them about the program, what is show choir, performances, competition, your audition process, etc....
  - Tell them about your experiences in the ensemble or why you decided to audition. Make it personal (a favorite song or performance, what you expect to gain from the experience).
  - Explain the costs of the program and how their gift will help you meet the participation fee. Explain that you are asked to contribute \$900. The actual cost of the program is about \$1300 per student.
  - Consider using a photo of yourself from a performance, or last year's choral program when you approach potential sponsors.

## Step Three: Follow Up

- The sponsor form and the check made payable to Zionsville Showchoirs, Inc or ZSI should be returned to Ann Bender, 8820 Weather Stone Crossing, Zionsville, IN 46077.
- You may begin asking for sponsorship this summer. You can obtain sponsors until your participation fee is paid.
- Only sponsor forms returned prior to the program print deadline (usually early September) will be included in the choral program.
- Send a thank you to all sponsors, invite them to concerts and greet them after if they come, send them information throughout the year about your experience and thank them again!
- Sponsors who contribute \$250 or more will receive an acknowledgement letter for tax purposes.

For questions please contact Ann Bender at [abender@zcs.k12.in.us](mailto:abender@zcs.k12.in.us) or call 317-306-8868.