

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 your perform?
 - Do you have friends or neighbors that support one another's children? Do you buy the Boy Scout popcorn, Girls 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, which is available to download on the ZSI website. 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're asked to contribute \$950. The actual cost of the program is about \$1500 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 the name and address on the sponsor form.
- 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 will be included in the choral program (usually early September).
- 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.