



Use this checklist when speaking to prospective business sponsors.

Approaching business sponsors

The key to approaching a business for support is pointing out the benefits they will enjoy as a result of being involved in the program.

Benefits to partnering businesses

- Increased visibility.
- Increased business.
- Improved community image.
- Good feeling in knowing their business is supporting youth.

When talking to businesses share the following:

- Size of the school: _____
- Average size of each classroom: _____
- Estimated number of students the club would like to honor during the year: _____
- Cost of all program materials, asking that a portion of this amount be donated, or request coupons or giveaways.
- Estimated cost: _____
- Ideas for business partner promotions
 - Free advertising in the school's yearbooks
 - Name recognition in letters sent home to parents
 - Name recognition in news releases sent to local media
 - Name recognition on bumper stickers

Bumper Stickers

The business sponsor may want to provide funds for a portion of the cost of personalized BUG bumper stickers displaying the business name. Mention the estimated number of cars driving around town with these bumper stickers.

School Bulletin Board

Promotion of business partnership on the BUG bulletin board.

Promotion at Business Sponsors Business

Remember to provide the business sponsor with copies of promotional materials including their name. Also ask the business sponsor to post information about BUG winners. If the business sponsor has an employee bulletin board, post the information in this area for employees to see.