

# Business sponsorship checklist

## 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 participating in service projects: \_\_\_\_\_
- List community service projects and project needs:

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- 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

- Information posted on the K-Kids bulletin board