



## Recipe for Success

# How to get Sponsors

What you will need:

- List of all businesses you, friends, and family frequent. List places of work and organizations you are involved with.
- NNPFD Brochures on NPD
- Letter of request that states what you are raising funds for, what your personal connection is to NPD, what you are requesting and how it will be used.
- If raising funds for the NNPFD contact the office for a copy of our 501 (c) (3)

Begin by itemizing all the estimated costs for your event. Once you have your total cost, decide the best way to collect sponsors. For example, if you only need a couple hundred dollars, maybe you just need to find one big sponsor. If you need \$1000 maybe you could find 10 sponsors to give \$100 each. If you are planning a big event like a golf tournament, you may have expenses that go over \$1000. In situations like this, you may want to create a sponsor tier. (\$1000 to be a Gold Sponsor, \$500 for Silver and \$250 for Bronze. Decide what benefits sponsors will have depending on level of sponsorship. For example, all sponsors get an acknowledgment at event, Silver and Gold acknowledged on Posters, and Gold only get acknowledged on shirt. Brainstorm with other and find the approach that works best for your fundraiser.

Contact Help: NNPFD Central Office at [nnpdf@nnpdf.org](mailto:nnpdf@nnpdf.org)