

Securing Sponsorships for Interscholastic Athletics

Empowering Sports Programs with Innovative Solutions



Why Fundraising Matters

- Supporting athletes and teams.
- Enhancing facilities and resources.
- Fostering community involvement.



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What are a few of your favorite, successful fundraisers?

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What You'll Learn

Overview of key takeaways:

- Fundraising types and strategies.
- Benefits and challenges of Booster Clubs.
- Actionable insights to maximize success.



Various Types of Fundraisers

- Item Specific Fundraising
 - Event Specific Fundraising
 - Team Specific Fundraising
 - Athletic Department Fundraising
- 

Item Specific Fundraising

Focused on Essentials

- Examples:
 - Equipment sponsorships.
 - Uniform crowdfunding.
 - “Adopt-an-Item” campaigns



Item Specific Fundraising

- Create sponsorship opportunities for specific items, where donors contribute directly toward the cost of a particular item.
- Create a public “wish list” of needed items
- Set up crowdfunding campaigns on platforms to specifically highlighting the item needed
- Reach out to local businesses, in exchange for advertising



Event Specific Fundraising

Community Engagement through Events

- Ideas:
 - Charity games.
 - Sports clinics.
 - Themed nights.



MCINTOSH CHIEFS FOOTBALL

SPIRIT NIGHT

CHIEFS x LONGHORN STEAKHOUSE

COME SUPPORT THE MCINTOSH CHIEFS FOOTBALL TEAM
SEPTEMBER 22ND FROM 6PM-9PM

- Charge admission for a special event, such as a gala dinner or exhibition game, and include a fundraising component.
- Sell branded merchandise designed specifically for the event.
- Offer different sponsorship levels for the event, where sponsors can contribute financially in exchange for advertising.
- “Fund-a-Need” or Online Fundraisers During the Event: If the event is in person, consider a “Fund-a-Need” paddle raise for direct donations during a live auction. For online events, integrate real-time fundraising through interactive donation platforms.

Event Specific Fundraising

Team Specific Fundraising

Supporting Individual Teams Ideas:

- Branded merchandise.
- Player sponsorships.
- Youth sports camps.



- Find local businesses or community organizations willing to sponsor a specific team. Offer various levels of sponsorship with benefits.
- Have players participate in fundraising activities, where they gather pledges based on performance metrics or participation.
- Sell season passes for fans to attend all team games at a reduced rate. Part of the funds raised goes directly to the team.
- Allow community members to “adopt” a player by making a one-time or recurring donation. In return, donors receive regular updates about the player and the team.

Team Specific Fundraising

Athletic Department Fundraising

Holistic Approach

- Facility naming rights.
- Annual banquets.
- Alumni campaigns.



Athletic Department Fundraising

Host an annual giving campaigns targeted at alumni, parents, and the community to support athletics.

- Create tiered booster club memberships that come with benefits like preferred seating, reserved parking, or exclusive event invitations.
- For larger-scale fundraising, offer naming rights for facilities or parts of them, such as the field, court, or weight room. Additionally, an endowment program can generate sustainable funds, with donations generating interest that funds athletic programs long-term.
- Host annual fundraising banquets or galas where ticket sales, auctions, and donation drives support the entire athletic department.

Digital Fundraising Tools

Platforms:

- GoFundMe and other crowdfunding sites.
- Social media promotions.
- QR code donations.



Booster Club Overview

What Are Booster Clubs?

- Definition and role in fundraising.
- Key activities they typically manage.



Join us for

SPIRIT NIGHT



Tuesday, Dec. 10

15% of all proceeds between
5 pm to 9 pm will benefit the

McIntosh Chiefs Foundation

YOUR PIE
PEACHTREE CITY

The poster is a green square with a white border and a pattern of small white dots. It contains text and logos for a 'Spirit Night' event. The text is in white and yellow. The logos include the McIntosh Chiefs Foundation logo and the 'Your Pie' logo.

Booster Club Benefits

Why Consider a Booster Club?

- Dedicated fundraising support.
- Community-driven initiatives.
- Expands your network.



Booster Club Drawbacks

Challenges of Booster Clubs

- Potential inequity among teams.
- Administrative oversight required.
- Possible conflicts in priorities.

Centralized Fundraising

- Explanation of department-led initiatives.
- Benefits of streamlined control and equity.



Non-Booster Club Approach

Success Stories

- Highlight real-world examples:
 - Amounts raised.
 - Creative methods used.

Fundraising Case Studies

What to Watch For

- Limited volunteer availability.
- Overlapping campaigns.
- Donor fatigue.

Challenges in Fundraising

Building Strong Partnerships

- Strategies for engaging parents, alumni, and local businesses.

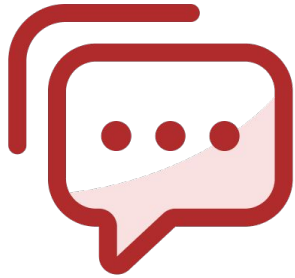
Engaging the Community

Focus on ongoing initiatives:

- Endowment funds.
- Recurring donor programs.

**Long-Term
Strategies**

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Audience Q&A

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