

## Hometown News Online!



"Find a need and fill it, find a hurt and heal it, find a problem and solve it"

Dr. Robert Schuller

### Quick Links

[Sylvia's books](#)

[Sylvia's Children](#)

Where In the World Is Sylvia



### March 11-17, 2018

Restaurant Week

West Orange, NJ

### March 15, 2018

CPRS, Long Beach Convention Center, CA

### April 27-28

Waretown Spring Wine Festival, Waretown, NJ

### May 16, 2018

CRPA/MRPA

Sturbridge, MA

### June 2, 2018

West Orange, NJ Street Fair, West Orange, NJ



February 28, 2018



Lots of great stuff every two weeks!

## Top 10 Rules for Sponsorship Hunters

### (1) There's no such thing as free money.

Sponsorship is not just about your needs, it's also about the sponsors. It won't work if the relationship is too lopsided one way or the other.

### (2) Sponsors don't have to love you.

Sponsors don't need to share your passion for your cause in order to sponsor you. They just need to be able to see the commercial benefit. (It is important, though, that you have compatible values.)

### (3) Look for a good fit.

Do your very best to gain sponsorship from companies, organizations or brands that seem a natural fit with your event or organization. It's exhausting to have to be continuously trying to ram a square peg into a round hole.

### (4) It's a job for a team.

Be sure your whole organization understands why sponsorship is important to you and is prepared to treat your sponsors like marketing partners.

### (5) Vaccinate against logo-itis.

Sponsorships are about more than sticking logos on everything. While your sponsorship agreement might include use of logos, if that's all you've got to offer you can't really ask for all that much in return.

### (6) Get started early.

**June 2-3, 2018**

Cuisine on the Green\

Wine Festival, Little Egg  
Harbor, NJ

**June 9-10, 2018**

Jersey Shore Wine Festival,  
Lakewood, NJ

**June 13-26, 2018**

Uganda summer trip

**Summer/Fall Saturdays**

Aitkin Farmers' Market

9 am - 1 pm every Sat.

Aitkin, MN

**September 8, 2018**

Harvest Moon Brew Fest

Aitkin, MN

**September 14, 2018**

18th Annual Rotary Clay  
Shoot, Hugo, MN

**Rotary meetings for Sylvia's  
Children  
March 22 ... Wyckoff, NJ**

Don't count on starting your sponsorship search one day and getting it all under way the next. These things take time (sometimes a very long time). Allow plenty of time in your forward planning.

**(7) Get it in writing.**

Firm up all details of your arrangement in writing. That way no one is left in any doubt as to what has been agreed to.

**(8) Aim high.**

It's better to get one or two big, meaningful sponsorships in place than lots of small ones. There's less clutter for them, and less sponsor management for you.

**(9) Allow time for relationship building.**

Don't ever think that once you've got the check your job is done. As with most things in fundraising, sponsorships are all about the relationship. You need to be in regular contact, you need to give thanks where it's due, and you need to ensure that you're always doing what you said you'd do.

**(10) Get educated.**

Don't go off half-cocked before you start searching for a sponsor, read a book or two, start networking, and consider doing some training. The more you know, the better you'll be.