

# Corporate Sponsorship

Contacting businesses to ask for sponsorship can be a massive money-maker. Think of companies that you have some kind of connection to, such as those that you or your family work for.

## What you'll need

- Your letter of authority (if you don't have this, please speak to your contact at the charity)
- MRF template letter

## Who to contact

Think of companies that you have some kind of connection to. For example, that your friends/family work for, local in your home town, support the charity's aim or have a connection to meningitis.

## What to ask for

Businesses might be able to offer you any of the following:

- A one-off donation
- The opportunity to run an event (such as a staff room cake sale)
- Sending an email to all their members of staff promoting your cause
- Matched funding

## What to offer in return

Companies are more likely to donate to your cause if they feel that they are getting something in return. Examples of what you could offer include:

- Wearing a t-shirt with the company's branding on when you take part in your challenge (don't forget to emphasise that this will be shared widely on social media)
- Publicising the business at any fundraising events you are planning to run

## Top tips

- If you send a letter/email and don't hear anything back, don't be afraid to chase them up! Send another email or try calling them instead.
- Many large-scale companies will already have their own nominated charities for the year, so you might be better off contacting smaller, independent businesses.

Jodie received £798.75 in sponsorship from various businesses!

- Jodie Marron, Kilimanjaro