

Overtime Athletics: Sponsorship Revenue

*Developing relationships in the business community and educating these contacts on the value of being an OTA Sponsor is a revenue stream opportunity.

How To – Sponsorships:

1. Create Target List
 - Focus on businesses that interact with children and parents
 - Example: Doctors/Dentists, Real Estate Agents, Restaurants
 - Be aware of businesses already sponsoring similar activities/organizations
2. Drop off Sponsorship Brochure/Literature (or Send)
 - Don't be shy
 - Volume/Reach Matters
 - Get to the "decision maker"
3. Follow up contact to request meeting (phone, email)
 - Be flexible and on their terms
4. Sell
 - Know before you go
 - Be educated on their business and business needs
5. Service and Tracking
 - Communicate to your new sponsors

*Understand that businesses are constantly looking for ways to reach new customers. Make sure you allow room to be creative and open to ideas your potential sponsors may have... However, do not jeopardize your own customers experience or relationship with OTA as a result of a sponsorship