

SPONSORSHIP SCRIPT TEMPLATE

(Get the meeting)

Hello. My name is _____ and I'd like to talk to you about an opportunity to support me and promote your business through Treasure Valley Children's Theater and our upcoming production of "Anne of Green Gables." Can we schedule a time to meet?

(At the meeting)

Hello. Thank you for taking time to meet with me. My name is _____ and I am working with Treasure Valley Children's Theater to produce the play "Anne of Green Gables" for our community.

(Pick 2-3 of the prompts below and write your own script)

- WHY I want to be in this play
- WHAT I like about this story
- WHAT I am learning by participating in the play
- HOW I think being in this play will help me in my life

I'm seeking a business sponsor to underwrite my participation. In exchange for your support, you can receive some advertising benefits like:

- Ad in the program
- Social media shout outs on Facebook, Instagram and LinkedIn
- 2 tickets to one of the performances
- A personal Thank You from the cast!

Can I count on your support? *(Pause, let them respond before you speak again)*

(Conclusion)

Thank you for your time today. Just the act of meeting with me is helping me learn important skills for my future. *(Write out at least 2 variations to end the conversation, include one where they say no and one where they say yes)*

WHEN THEY SAY 'YES' you can either send them to this website link OR you can send their name, email address and phone number to autumn@treasurevalleychildrenstheater.com and Autumn will follow up with the business to secure the sponsorship.

IF THEY SAY 'NO' make sure to thank them for their time and to ask if they know any other businesses that may be willing to meet with you and consider the offer.

IF THEY SAY 'MAYBE' or make an excuse as to why they can't give you an answer today, schedule a time to call them and follow up.

IF THEY SAY THEY CAN DO A PARTIAL GIFT send their name, email address and phone number to autumn@treasurevalleychildrenstheater.com and Autumn will follow up with the business to secure the partial sponsorship. You will get a % of credit toward the full sponsorship toward your materials fee.