



LOCAL SPONSORSHIP

Securing the support of a local business to fund your run club can be mutually beneficial. Here are a few steps that will get you started on the right track:

IDENTIFY THE AUDIENCE

Start with your personal network and where you already have connections. Are there local businesses that already support your school, organization or neighborhood association? Focus on businesses that align with your club: running and sports stores, youth-focused businesses, healthy food stores, gyms, etc. Prioritize those businesses that would like to reach your members. Talk to your friends and volunteers; ask them where they work and if they would make an introduction. [Use this worksheet to help you identify your top 10 contacts.](#)

SET SPONSORSHIP LEVELS

First, determine the total cost of your club based on the number of runners. Then approach businesses to either fund the entire club, a portion of the costs or a specific number of individual participants. Think about creative ways to publicize their gift: invite a representative from the business to one of your club sessions, print a 'thank you' in your newsletter or offer to post signage (they provide) at each running club session. Exposure doesn't have to be elaborate in order to be effective.

CONTACT A LOT OF PEOPLE

First, phone calls are much more effective than emails. It's a lot easier to type 'no' in an email than saying 'no' on the phone. Second, securing sponsorship dollars requires a person to get comfortable being told 'no'. Don't take it personally because it's not personal. Graciously thank them for considering the opportunity and move on to the next call. [Before you contact anyone, use this worksheet to help you develop your story. Use this handout as a high-level overview of the Marathon Kids program.](#)

PREPARE A SPONSOR LEVEL

Follow up phone calls with a short and simple letter addressed to the local business that states the amount you're requesting and how you plan to recognize the gift. Further personalize the letter by adding a handwritten post-it note thanking them for speaking with you. We have provided a sample letter below.

THANK THEM & INCREASE THE LIKELIHOOD THEY WILL GIVE AGAIN

Send a personalized thank you note and consider having each member of your running club sign it. Another good idea is to take photos throughout your running club sessions and email them to your sponsor to show their investment in action. Finding sponsors (and keeping them) requires you to build a relationship with them and create opportunities for them to get involved whenever possible, which feels more like a 'partnership' than just a one-time gift.

SAMPLE SPONSOR REQUEST LETTER

Date

Name of Contact

Name of Organization

Address

City, State Zip

Dear Friend:

My name is [NAME] and I am following up on my (email or phone call) about organizing a Marathon Kids running club for our [school, neighborhood, community, etc.] Marathon Kids running clubs use the power of running to improve the physical, emotional and cognitive health of kids who join. Each runner sets a goal to run the equivalent of four marathons (104.8 miles) over the course of our season. One day at a time, one mile at a time, they track their mileage and earn exclusive rewards provided by Nike for each marathon completed.

I am writing to request your help in getting our running club off the ground. A modest sponsorship of (\$ amount based on number of participants) would allow (# of participants) kids to join our running club, receiving all of the tools necessary to track their miles and the rewards for each marathon completed.

There are several opportunities to publicly recognize your generous support throughout our community:

- We will highlight your sponsorship in all recruitment materials (i.e. fliers, social media posts, etc.)
- You can promote your business at our running club kickoff and finisher celebration
- You can provide signage that will be present at every running club session
- We can explore other creative forms of recognition

Feel free to contact me if you would like to speak earlier at (email or phone number) at your convenience. Thank you for your consideration and I look forward to connecting in the coming week.

Best regards,