



In this guide, we will explain the importance of fundraising for your sport club, what options you have in terms of fundraising, and how the UNM Foundation can help.

## What is fundraising and what are the differences between each method?

Fundraising is obtaining money through sponsorships, donations, or special events.

**Sponsorship** – Support from a company or organization with products, money, or services. Recognition can be provided by putting their logo on banners, jerseys, club website, etc. Donation of services is not a charitable contribution with a tax receipt but can be acknowledged.

**Donation** – Funds or goods acquired from businesses, family, friends, or any supporter (ex. grandma gives you \$20). Donations can be recognized on a list of donors, announcements, etc.

**Special Event** – An event designed to raise funds for your club (ex. a bake sale)

## Process of Obtaining a Sponsorship

1. Generate a list of potential individuals and/or business your club would like to reach out to.
2. Email list to Andy Boehnlein: [andy pb@unm.edu](mailto:andy pb@unm.edu)
  - a. Andy can email your list to the UNM Foundation ([sarah.fair@unmfund.org](mailto:sarah.fair@unmfund.org)) for review and suggestions.
3. Andy will return the reviewed list to the club.
4. The club can then submit their sponsorship request to the approved individuals and/or businesses.

If the approved individual and/or business accepts your request:

5. Complete the Sponsorship Agreement Form with the accepting individual and/or business for both parties to understand and commit to the agreed upon sponsorship.
6. Individual and/or business will send money to the UNM Foundation and in their correspondence, inform the UNM Foundation which club they are working with.
7. The money will be deposited in the club's Banner index under a gift account code. The funds are considered 'self-generated' and can be used for any purpose (within SGAO guidelines).
8. The UNM Foundation will follow up with the individual and/or business to thank them and send a receipt for their tax-deductible donation (if applicable). The club should also follow up with an additional thank you.

## Creating a Sponsorship Letter

When looking for sponsorships, it is important to have a letter that is personal, direct, and clear. You are looking to create a partnership. This letter is a starting point for a more direct conversation. While every letter will be different, there are key attributes that should be highlighted in each to create an effective partnership:

1. On letterhead paper, address the potential sponsor by their full company or individual name.
2. Tell them who you are. Briefly describe your club and the club's goals.
3. Address the need for a sponsor and why you believe the individual or business is a perfect fit for your club.
4. Suggest potential sponsorship opportunities that may be appealing to the donor, but mention that you are open to discussing other opportunities as well.
5. Sign the letter and give your contact information. The more options of contact you give them, the better.

*The following is an example of an invitation letter to a sponsor.*

June 6, 2022

Dear Company Name,

The Sport Ball Club at the University of New Mexico is currently seeking sponsorships for the upcoming season! We believe that your company is a great fit with our club due to our common interest in getting students healthy and mentally well. Our club is in the fifth year of existence and was founded on the belief of spreading the game of sport ball and ultimately becoming national champions. We want you to be a part of this journey with us. Some potential options we have for sponsorships include, but are not limited to:

Practice equipment sponsor - \$500  
Uniform sponsor - \$1000  
Tournament travel sponsor - \$1500

We thank you for taking the time to look at our offer and we look forward to hearing from you soon.

Sincerely,

*Andy Boehnlein*

Andy Boehnlein, Sport Ball Club President

andypb@unm.edu

505-277-3753

## Continuing Relationships

Signing a Sponsorship Agreement Form is just the first step in getting the relationship going. Like all relationships, there needs to be more invested interest than just placing a logo on a jersey and calling it a day. When landing sponsors, it is important to maintain the relationship so that the sponsorship can be continued as well. Hand written notes are wonderful. Consider inviting them to a practice or event. You will set your club up for success for years to come!

## **Frequently Asked Questions**

### **I have a donation (gift) of cash or checks. What do I do?**

Great! Cash and checks must be hand-delivered to the UNM Foundation. The Foundation is open Monday-Friday, 8 am – 5 pm to assist you. Bring the donations and your Banner index to the Foundation. You will need to complete a Transmittal document so the Foundation knows what to do with the money and who to contact if there are questions.

### **Can in-kind gifts be accepted?**

Yes! Non-cash gifts, such as apparel, equipment, or food, can be accepted. A Sponsorship Agreement Form must still be completed. Once you receive the donation, complete the Report of Non-Cash Gifts form and submit to the UNM Foundation. The individual and/or business will then be sent a letter from the Foundation that will serve as a receipt for tax purposes, and will thank them for their 'in-kind gift'. The donor is responsible for certifying the value of their item.

### **Is crowd funding an option?**

Yes! The UNM Foundation has their own crowdfunding platform called Impact UNM. Email Andy, [andy pb@unm.edu](mailto:andy pb@unm.edu), and he will be able to connect you with Angel Lancaster, the Managing Director of Acquisition at the UNM Foundation, and can assist you in setting up a crowdfunding opportunity.

### **Can we accept donations online?**

Yes! Online donations can be accepted 24/7/365 at [unmfund.org](http://unmfund.org). Email Andy, [andy pb@unm.edu](mailto:andy pb@unm.edu), and he will connect you with UNM Foundation's Marketing and Communications department, and can assist you in setting up an online giving account. You will need your index set up at the Foundation. Andy will connect you with the Foundation's Information Acquisition and Quality Department who will assist you with this.

### **Can we host a special event on campus?**

Yes! For more information on fundraising on campus, please see the [SAC Student Organization Handbook](#).

### **Questions?**

Andy Boehnlein, Coordinator of Intramural Sports, Club Sports, and RAD Camp  
[andy pb@unm.edu](mailto:andy pb@unm.edu)

Betsy Fulreader, Club Sports Project Assistant  
[piano22@unm.edu](mailto:piano22@unm.edu)





# Club Sports Sponsorship Agreement Form

## Club Information

Club: \_\_\_\_\_

President: \_\_\_\_\_

Email: \_\_\_\_\_

## Individual/Business Contact Information

Individual/Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## Items / Services / Goods Offered

Club will provide:

Individual will provide:

Club Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Sponsor Signature: \_\_\_\_\_

Date: \_\_\_\_\_