Obtaining Sponsorships on Your Team Jersey

Does your team have your own team jersey? A great way to fundraise more for your team is to ask businesses and companies to sponsor you! If the business makes a donation, you can place the business' logo on your team jersey. If you do not have a team jersey, click here for more information. Read below for tips and tricks.

- Final local businesses or companies
  - Reach out to your team and see who has connections within their community
  - Go door to door to businesses who might be interested

- Talk to the business manager or owner about Tour de Pink and why you ride
  - Print off the East or West sponsor reach letter to provide more information regarding Tour de Pink and YSC
  - More documents regarding YSC can be found on the fundraising resources page

- Ask the business owner to donate to your ride. In return, their logo will be placed on your team jersey!
  - Your team can decide what levels of donation receive better logo placement on the jersey. For example: An $800 donation gets a sleeve placement while $300 gets a back pocket placement.
  - As a tip, prime location is on the sleeves and sides of your jersey. These locations could be given to higher sponsorships than those on the pockets on the back of the jersey.
  - Remember, donations are tax deductible, YSC’s 501c3 tax identification number is 13-4057685.

- When they donate, provide them with this We Support flyer.

- Thank the business!
  - Send thank you letters
  - Send pictures and maybe an extra jersey
  - Post on social media on their behalf