

Corporate Sponsorship Toolkit

EVERYTHING YOU NEED TO HELP
BRING SPONSORS TO THE TABLE



SPONSORSHIP DECK HERE

EMAIL TEMPLATES HERE

SPELHOUSE
CLASS OF 2016



WELCOME

Thank you for helping us expand the impact of our 10-Year Homecoming celebration.

One of the greatest strengths of our class is our network. Whether you work for a Fortune 500 company, own a small business, or simply know someone who may be interested in supporting our class, this toolkit provides everything you need to get the conversation started.

You don't have to be a sponsorship expert to make a meaningful impact. Your role is simply to help us make the right connection. Whether that's identifying the appropriate department, making an introduction, or forwarding our sponsorship deck, every connection helps.

You are not responsible for asking for money, negotiating sponsorships, or discussing sponsorship benefits. Once a company expresses interest, our Sponsorship & Finance Committee will take it from there by handling all conversations, meetings, sponsorship packages, agreements, and next steps.

Our goals are simple:

- Make it easy to introduce potential sponsors
- Ensure everyone shares consistent information
- Create one point of contact for follow-up and next steps

Please feel free to share this toolkit and our [sponsorship deck](#) with classmates as we approach Homecoming.

Thank you for helping us make our 10-Year Homecoming unforgettable!

The SpelHouse Class of 2016 Sponsorship & Finance Committee

HOW YOU CAN HELP?

You don't have to be in Marketing to help.

You can help if...



You work for a company



You know someone who works for a company



You own a business



Your company supports community initiatives



You have access to your company's employee directory



You belong to an Employee Resource Group (ERG)



A friend or family member owns a business



You simply know someone who can point us in the right direction

Not sure where to start?

Sometimes finding the right contact is the biggest contribution.

You can help by simply identifying the person or department responsible for:

- Corporate Sponsorships
- Marketing
- Brand Partnerships
- Community Relations
- Corporate Social Responsibility (CSR)
- Corporate Foundation
- Diversity, Equity & Inclusion (DEI)/'Belonging'
- Employee Resource Groups (ERGs)
- Product Donations
- Community Engagement
- Volunteer Programs

Even if you don't know the person, an internal search or introduction can make all the difference.

HOW COMPANIES CAN SUPPORT?

Many people hear the word sponsorship and immediately think of writing a check—but companies have many ways to support the SpelHouse Class of 2016. Even if a financial contribution isn't possible, there are often other opportunities to partner.

FINANCIAL SPONSORSHIP

Corporate sponsorships help fund our Homecoming events, service initiatives, and class programming. Companies may choose from our sponsorship packages or work with us to create a custom partnership.

PRODUCT DONATIONS (IN-KIND GIVING)

Many companies have budgets specifically for donating products or experiences.

- Snacks & beverages, Alcohol & mixers, Gift cards, Wellness/Beauty products, Event giveaways, and Branded promotional merchandise (pens, notepads, tech accessories)

MATCHING GIFTS

Many employers will match charitable donations made by their employees, allowing an individual gift to have an even greater impact.

If your employer offers a matching gift program, please let us know!

SERVICE DONATIONS

Companies and businesses may also donate their expertise or services, such as:

- Photography/Videography, Event rentals, Transportation, Floral design, Entertainment, Event production

Local & Alumni-Owned Businesses

Support doesn't have to come from a Fortune 500 company.

We encourage local businesses, entrepreneurs, and alumni-owned brands to get involved through our Local & Alumni-Owned Business Sponsorship opportunities. Every partnership helps us create a memorable Homecoming while supporting our nonprofit mission.

Remember...

The answer doesn't have to be "yes" to everything.

Sometimes a company can't provide funding—but they may be able to donate products, services, volunteers, or make an introduction to another department. Every connection helps move us one step closer to our goal.

WHO SHOULD I ASK AT MY COMPANY?

IF YOUR COMPANY HAS A...	ASK ABOUT...
Marketing Team	Event sponsorships, brand partnerships
Community Relations	Charitable giving, local partnerships
Corporate Foundation	Grants and nonprofit funding
Corporate Social Responsibility (CSR) / Social Impact	Community investment opportunities
DEI or 'Belonging' Team	HBCU partnerships, alumni initiatives
Employee Resource Group (ERG)	Sponsorships, volunteer support, employee engagement
Human Resources	Volunteer programs, matching gifts
Communications	Internal visibility, introductions

WHAT SHOULD I ACTUALLY DO?

"I KNOW EXACTLY WHO TO CONTACT."

- Send the Sponsorship Deck
- Complete this [form](#)
- Introduce them to our committee

"I KNOW SOMEONE AT THE COMPANY."

- Send them the sample email
- Ask for the correct contact
- Complete this [form](#)
- Introduce them to our committee

"I DON'T KNOW WHO TO CONTACT."

- Search your employee directory
- Ask your manager
- Ask your ERG
- Ask HR
- Ask Marketing

"MY COMPANY CAN'T GIVE MONEY."

- Ask if they can donate:
 - Products, Services, Gift Cards, Food, Swag, Printing, Travel, Event Support

"I OWN A BUSINESS."

Amazing!

Check out our Local & Alumni-Owned Business Sponsorship opportunities.

WHAT SHOULD I SAY?

EMAIL EXAMPLE

Subject: SpelHouse Class of 2016 Homecoming Sponsorship Opportunity

Hi [Name],

I hope you're doing well!

As a member of the Spelman College Class of 2016 / Morehouse College Class of 2016, I'm reaching out as we prepare for our 10-Year Homecoming celebration. We're currently seeking corporate partners to support our Homecoming programming, service initiatives, and class fundraising efforts.

I've attached our sponsorship deck, which provides additional information about our organizations and the partnership opportunities available.

I'm not sure if you're the right person to connect with, but I was hoping you could point me in the direction of whoever oversees any of the following:

- Corporate Sponsorships
- Marketing or Brand Partnerships
- Community Relations or Corporate Social Responsibility (CSR)
- Diversity, Equity & Inclusion (DEI)
- Employee Resource Groups (ERGs)
- Product or in-kind donations

If someone else would be a better contact, I'd greatly appreciate an introduction. If there's interest, I'd also be happy to connect them directly with our Sponsorship & Finance Committee to discuss next steps.

Thank you for your time, and I appreciate any guidance you can provide!

Best,
[Your Name]
Spelman College Class of 2016 / Morehouse College Class of 2016

[EMAIL TEMPLATES HERE](#)

FAQS

ARE WE A NONPROFIT?

Morehouse College Class of 2016 is a registered 501(c)(3) nonprofit organization.

All eligible charitable contributions are tax deductible as allowed by law.

HOW CAN SPONSORS GIVE?

Sponsors can contribute through:

- Zelle
- PayPal, Cash App, Venmo
- ACH/Wire Transfer
- Check (upon request)

If your organization has specific payment requirements, donation portals, vendor onboarding processes, or other giving procedures, our Finance Team will gladly work with you to find the best solution.

WHAT IF MY COMPANY ONLY HAS A SMALL BUDGET?

Every contribution makes a difference. We have sponsorship opportunities designed for:

- Enterprise partners
- Local businesses
- Alumni-owned businesses

WHAT IF SOMEONE WANTS TO CUSTOMIZE A SPONSORSHIP?

That's great! Please introduce them to the Sponsorship Committee. We'll schedule a meeting and tailor a package to meet their goals.

WHO SHOULD NEGOTIATE SPONSORSHIPS?

Absolutely!

Our Sponsorship & Finance Committees can provide documentation such as:

- 501(c)(3) determination letter, EIN, W-9, Sponsorship agreements, Invoices, Donation acknowledgement letter

CAN CLASSMATES SPONSOR THROUGH THEIR OWN BUSINESSES?

Of Course!

We encourage alumni-owned businesses to participate through our Local & Alumni-Owned Business sponsorship opportunities.

MEET THE SPONSORSHIP & FINANCE COMMITTEE

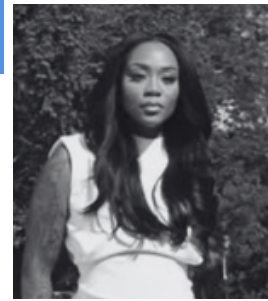
Questions? Contact the committee at SpelHouse2016@gmail.com. We're happy to help guide the process, answer questions, and take the lead once a sponsor expresses interest.



Ogechi Anaso



Aaron Hopkins



Cassi Davis



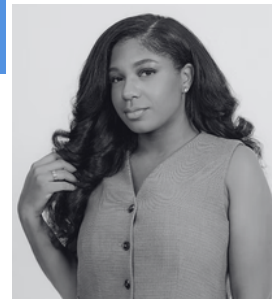
Zach Prince



Tobi Shannon



Mason Smith



Jillian Thomas

Know someone who might be able to help? Don't overthink it. Send the email, make the introduction, and let our committee handle the rest. Every connection brings us one step closer to an unforgettable 10-Year Homecoming!