MG Walk

Myasthenia Gravis Foundation Of America

HOW TO SECURE SPONSORSHIPS
Tips And Tricks!

CASH SPONSORSHIPS:

1. **CREATE A LIST OF BUSINESSES** in your area that you frequent. It doesn't matter if they are not connected to MG.

2. **CALL OR VISIT IN-PERSON** and speak to the general manager of the business. In-person meetings will be more effective than mail or email.

3. **TELL THEM ABOUT YOUR CONNECTION** to myasthenia gravis and why you are raising money for the MG Walk. Hand them the MG Walk Sponsorship packet which tells more about details about the MG Walk and the different sponsorship levels.

4. **GO THROUGH THE DIFFERENT SPONSORSHIP BENEFITS** and the different ways their business can be recognized before and during the MG Walk.

IF THEY DECLINE TO MAKE A SPONSORSHIP:

➢ Ask if they would be willing to promote the MG Walk by putting up the poster or distributing postcards to their constituents.

➢ Ask if they would be willing to start a team and fundraise for their local MG Walk. Connect them with the MG Walk Team to get all set up.

➢ Ask if they would sponsor your personal fundraising efforts

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MEDIA SPONSORSHIPS:

1. **CREATE A LIST OF THE LOCAL NEWSPAPERS, TV STATIONS, RADIO STATIONS AND DIGITAL MEDIA PLATFORMS** in your area.

2. **REACH OUT** and ask to speak to someone in community affairs or a general manager and tell them you are looking for information on getting coverage about MG and the MG Walk.

3. Let them know the **DIFFERENT WAYS THEY CAN GET INVOLVED**, including:

    ✓ An interview/story about MG, the upcoming MG Walk, and why you are involved.

    ✓ Guest spot on local morning news show to talk about MG and MG Walk

    ✓ Provide coverage of the actual Walk Day

    ✓ TV or Radio PSA with details on the local MG Walk

    ✓ Post details of the Walk on their website and/or event calendar

4. Present them with the **MG WALK MEDIA PACKET** to show the different ways they can be recognized before and during the MG Walk.

5. Instruct them to **FILL OUT THE FORM** and send their logo to Info@MGWalk.org.