

# Corporate Sponsorship & Cooperative Extension: Partnerships for Better Communities



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# Agenda

- **Topic Overview: Corporate Sponsorship and Cooperative Extension? Is That Even Legal?** (30 minutes)
- **A Case Study: Pierce County's HarvestFest** (10 minutes)
- **Recess** (10 minutes)
- **Ideas into Practice: Developing Your Very Own Corporate Sponsorship Plan** (35 minutes)
- **Session Wrap-Up: What You'll Know Then That You Don't Know Now** (5 minutes)

# Topic Overview

What is Corporate Sponsorship?

How could it enhance my program?

What motivates prospective Corporate Sponsors?

# Topic Overview

## **Corporate Sponsorship and Cooperative Extension?: Is That Even Legal?**

- Yes. It's not only legal, but also encouraged.
- However, university policies on Corporate Sponsorship are continually evolving.

# Topic Overview

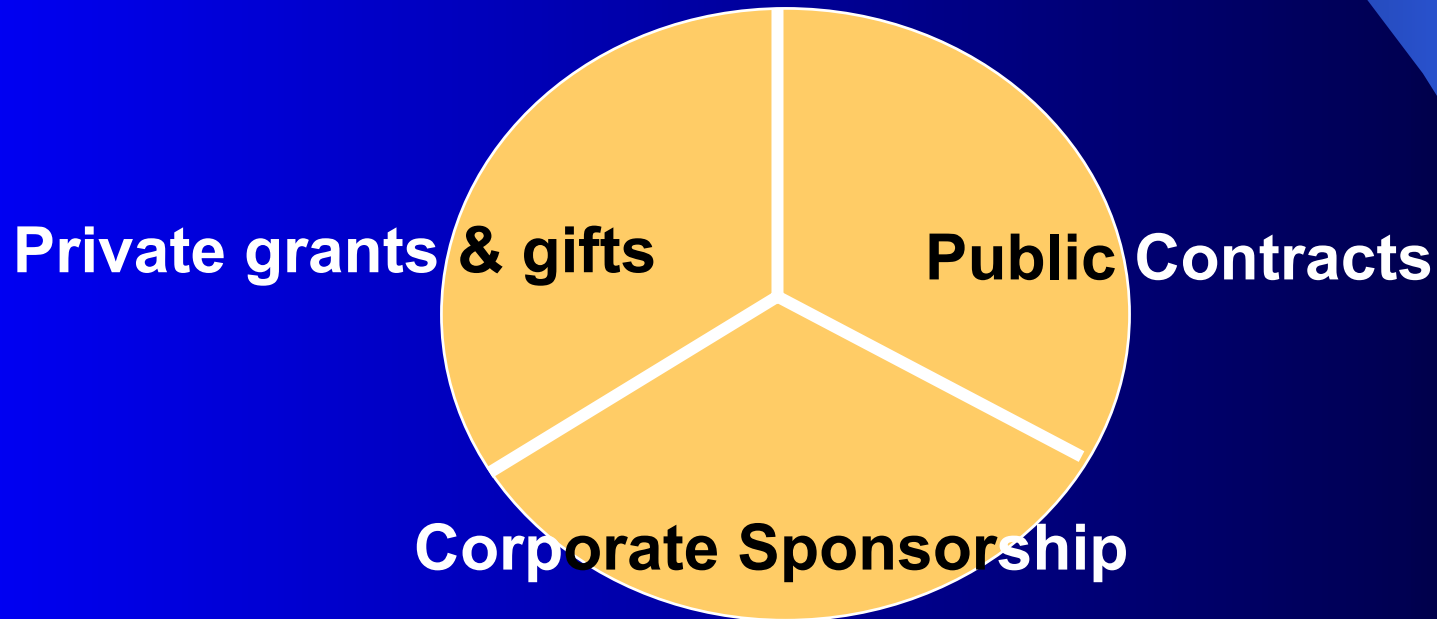
## What is Corporate Sponsorship?

- A mutually beneficial partnership between Cooperative Extension and another organization.
- Enhances the mission of each partner.
- Part of our Vision: “Extension builds the capacity of individuals, organizations, businesses and communities, empowering them to find solutions for local issues and to improve their quality of life.”

# Topic Overview

Where does Corporate Sponsorship fit?

## Sources of Funding



# Expert Comment

“You have to know your unique selling position—the value your organization brings to the partnership. Communicate this proposition clearly and concisely, and be prepared to stick to your guns if a potential partner doesn’t agree.”

**Kurt Aschermann**, Chief Marketing Officer and Managing Director,  
Corporate Opportunities Group for Boys & Girls Clubs of America

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# Topic Overview

## Glossary of Terms

### **Brand**

A brand represents what an organization, company, product or service stands for and implies a promise to stakeholders of the organization or company. Underlying most corporate-nonprofit partnerships is the goal of strengthening the organization's and company's brand identity.

### **Category**

Typically refers to a product or service segment, such as the cereal, beverage, or financial services category. Nonprofits sometimes agree to an exclusive partnership with a company in a particular category.

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# Topic Overview

## Glossary of Terms

### **Naming Rights**

Applying a company's name or brand to a program, venue or facility based on an agreed-upon arrangement; for example, Mattel Children's Hospital at UCLA.

### **Philanthropy**

Philanthropy is a cash or product gift to a charitable cause with no expectation of receiving services, products, or specific recognition in return. Companies are increasingly making their contributions decisions with business goals in mind. Some people use the terms philanthropy, altruistic philanthropy or traditional philanthropy to differentiate the contributions made with no specific business purpose from strategic philanthropy, focused philanthropy, or corporate social investing, which is designed to achieve a business purpose.

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# Topic Overview

## Glossary of Terms

### **Property**

A term used to communicate the sponsorship opportunity available, such as an event, a program, a website, or other specific project.

### **Public-Private Partnership**

A collaboration that includes a public-sector government agency and a private-sector organization or company—either for-profit, nonprofit or both—working together to solve a community problem or create social change. Many public-private partnerships include several nonprofit organizations, companies, and government agencies at the local, state, or federal levels.

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# Topic Overview

## Glossary of Terms

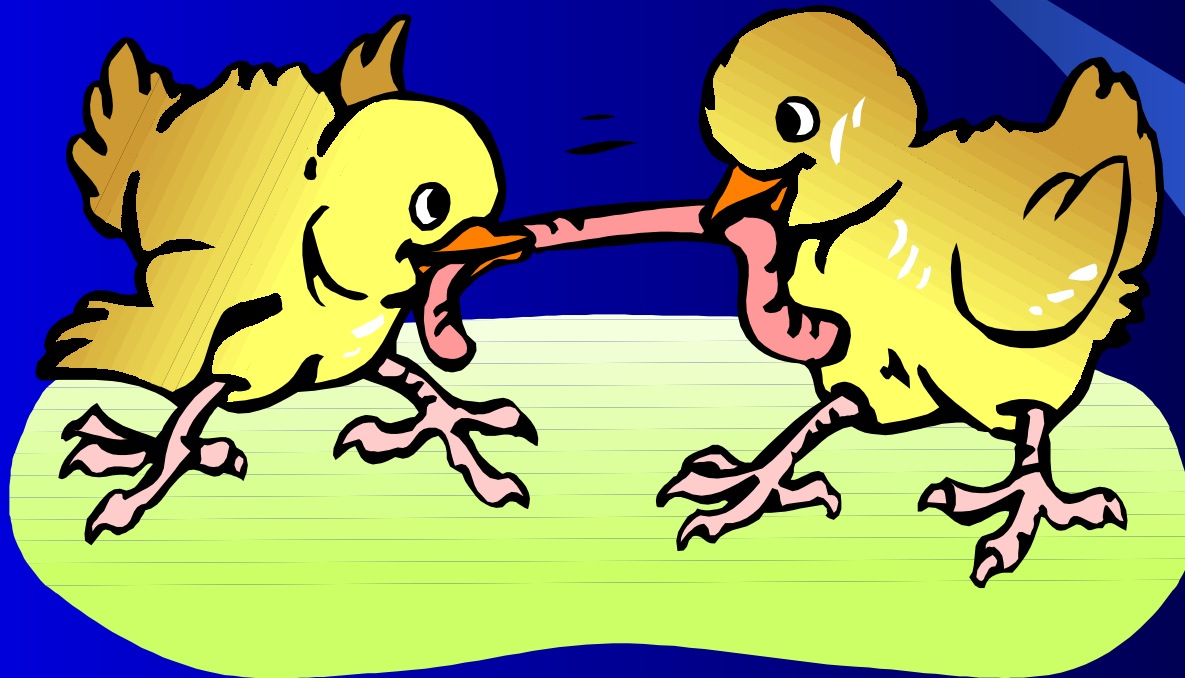
### **Sponsorship**

A broad term that covers many kinds of business-nonprofit relationships from financial to in-kind operational support. Nonprofit organizations can create innovative sponsorship opportunities of many different kinds to engage additional corporate partners, reach wider audiences, increase financial support, or build operational and strategic capacity. Many levels and types of sponsorship are often developed to create opportunities at various financial or in-kind contribution levels.

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# Topic Overview

## What Corporate Sponsorship is not



Corporate Sponsorship is not a tug-of-war over scarce resources. It is partnership in which Cooperative Extension and another organization both gain value through their decision to join forces.

# Expert Comment

“...obstacles loom large in cross sector partnerships. These include:

Different culture--the stereotypical business with its ‘time is money’ orientation will clash head-on with a slower moving, consensus-oriented, and resource-conserving nonprofit.

Different world views--nonprofits may consider business to be ‘part of the problem’ and view a business partner only as a check writer, while a business may believe social sector organizations are inefficient and unaccountable.”

Shirley Sagawa for Independent Sector

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# Topic Overview

## How could Corporate Sponsorship enhance my program?

- Respect
- Exposure
- Staffing
- Opportunities
- Usefulness
- Reach
- Cash
- Expertise
- Stuff (In-kind donations)

# Inside the Sponsor's Mind: What Motivates Sponsorship?

- Media Exposure
- Public Relations
- Added Revenue
- Affiliation with a Cause

# Expert Comment

“We’re fortunate in that the companies we’ve picked as partners, and those that have picked us, have consistently viewed community investment, employee team-building and philanthropy as business strategies, not something to do at the end of the day if the resources are still there.”

**Darrell Hammond**, Chief Executive Officer & Co-Founder, KaBOOM!

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# Standards & Ethics

- WSU's \$2,000 rule.

Cooperative Extension faculty and staff are encouraged to form relationships with potential local corporate sponsors, such as the branch manager of a bank that serves the whole state. Often a branch manager has a budget for local sponsorship, and your success in securing these funds would not detract from the university's ability to seek corporate sponsorship from the bank as a whole. As long as your request is \$2,000 or less, you are free to initiate such a partnership without consulting your development director. If the sponsorship amount is greater than \$2,000, you should coordinate the request with your development director.

- When in doubt...

Don't commit WSU Cooperative Extension to a partnership where you are unsure of the ethical or public relations implications. The development director assigned to your unit is a great resource. If you are unsure of whom to contact, get in touch with Patrick Kramer, director of alumni and development for the College of Agriculture & Home Economics, at (509) 335-4166 or at [kramerp@wsu.edu](mailto:kramerp@wsu.edu).

# HarvestFest in Pierce County

- A Case Study in Effective Partnerships

Extension agent Steven Garrett helped form Friends of Family Farmers five years ago. On October 5, the Friends produced the 4<sup>th</sup> annual HarvestFest, a tour of local farms with special programs at WSU-Puyallup Research & Extension Center and at the Gig Harbor Farmers' Market. Up to 8,000 people attended this year.

We raised about \$27,000 in in-kind sponsorship, including Cooperative Extension staff time, and about \$8,000 in cash. The cash sponsorship was paid to Friends of Family Farmers, a Washington corporation working to gain 501(c)(3) status. The bulk of the cash sponsorship will help offset the advertising costs associated with the event.

For more details about HarvestFest in Pierce County, get in touch with the presenter or with Cheryl Ouellette at (253) 906-7582.

# Expert Comment

“...although we may have an idea of the audience we want to reach (such as at-risk youth or people facing a health crisis), we also know that we cannot possibly understand the unique needs of the intended audience as well as an organization that works with that audience day in and day out.”

**William L. Anthes, Ph.D.,**  
President & CEO, National Endowment for Financial Education

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# Step By Step: Developing Your Own Corporate Sponsorship Plan

1. Assemble a Corporate Sponsorship team. Who to include? Good choices include a member of management, colleagues who are enthusiastic and constructive, trusted volunteers, and the development officer assigned to your unit. The size of the team depends on the scope of the project for which you are seeking corporate sponsorship. Three is probably enough for a small project, and five or six is a good number for a larger event. Choose people whose skills and circle of contacts complement each other. The goal is for the sponsorship team as a whole to represent a broad network of contacts.
2. Dream. Don't worry about budget constraints at first. Spend time with team members creating your ideal project or event. If this is not a new initiative, then work with the team to explore new dimensions. Could you expand the audience you serve? Could you partner with another Cooperative Extension program to make your project or event even better? Corporate sponsors are excited by programs you're excited about, and often a new twist on the old is what it takes to pique a potential sponsor's interest.
3. Budget. After your brainstorming session, it's time to develop a realistic budget. It's best to keep costs at a level that would be challenging but not impossible to reach. Setting such a goal motivates the sponsorship team to perform, but won't kill them in the process! Include expenses for staff time and operating costs, as well as anticipated revenue. Revenue sources include program investments made by Cooperative Extension at the state or county level, as well as private grants and gifts. In some cases, corporate sponsorship simply supplements these program investments, and makes the project or event that much better. In other cases, corporate sponsorship is such a substantial portion of the budget that it allows you to produce a project or event that simply would not happen otherwise.

# Step By Step: Developing Your Own Corporate Sponsorship Plan

4. Develop a sponsorship packet. This is information describing your project or event and outlining benefits a potential sponsor would enjoy by sponsoring at a variety of levels. This is a good time to borrow material from other non-profit organizations that have been down this road before. Entering “Corporate Sponsorship Packet” or “Corporate Sponsorship Package” in a web search engine will yield a bevy of samples for you to use as the basis for developing your own packet.
5. Make a list of potential sponsors, divide them among team members, and set up appointments with the decision maker(s) representing the potential sponsor. Begin sharing the story of your project or event. Indeed, don’t think of this as selling, but rather as storytelling. The old adage is that “People give to people.” We could add that “People give to people who tell a good story.” Focus your energies first on the prospects whose missions closely relate to the project or event you’re hoping to fund. In a particular category, such as banks, approach your best prospect first and offer that organization “exclusivity”—the chance to be the sole or “leadership” sponsor in their category. Be flexible about the benefits you’ve outlined in your sponsorship packet. The packet is intended as a guideline in negotiating with potential sponsors and not as an oracle. Be ready to listen to what is most important to the potential sponsor, and to see how it is possible to accommodate the sponsor’s wishes while strengthening your project or event. At its core, sponsorship is about creating value for both partners. You may not even know what is of value to a particular prospect until you ask—and listen.
6. Be a good partner. If a prospect turns you down this time, be courteous and follow up with a thank-you note anyway. If a prospect says yes, involve them as much as they are willing in the project or event. Have them do a site visit or attend the event. It takes time for Corporate Sponsorship to become a mainstay of your program revenue, so think about all relationships in the long-term.

# Session Wrap-Up

- How have we defined Corporate Sponsorship?
- What are three ways it could enhance your program?
- What are three things I've learned about the Corporate Sponsorship planning process?

# Where to Get More Information

## *IEG Sponsorship Sourcebook*

A listing of some 4,000 cash, media and in-kind sponsors. Designed to match sponsoring organizations with sponsorship opportunities. Cost: \$299. Available at many public libraries.

[www.sponsorship.com/products/002\\_product\\_index.asp](http://www.sponsorship.com/products/002_product_index.asp)

## *Mission & Market: The Resource Center for Effective Corporate-Nonprofit Partnerships*

A program of Independent Sector focusing on corporate sponsorship issues. Website is a well-organized reference.

[www.independentsector.org/mission\\_market/](http://www.independentsector.org/mission_market/)

## *International Festivals & Events Association*

An excellent resource for those planning an event. IFEA has a wealth of information on how to develop relationships with corporate sponsors.

[www.ifea.com](http://www.ifea.com)

## *The WSU Development Director assigned to your unit.*

If you are unsure of whom to contact, get in touch with Patrick Kramer, director of alumni and development for the College of Agriculture & Home Economics, at (509) 335-4166 or at [kramerp@wsu.edu](mailto:kramerp@wsu.edu).