



### Chapter Sponsorship Guidelines

- Association sponsorship packages are built WITHOUT chapter/network assets to allow for chapters/networks to seek their own \$\$
- However, we need to drive consistency among partners when possible
- When seeking sponsorship, please abide by the following guidelines:
  - In Categories that are currently sold by Association:
    1. Seek sponsorship from the Association partner first
    2. If you need assistance being connected with someone locally, please reach out to Courtney/Wendy
    3. If Assoc. partner is not initially interested or the partner is offering less lucrative sponsorship than a competitor, offer the Association partner the right to match
  - In categories that are unsold by Association:
    - All prospects are fair game

### HINTS/TIPS/SUGGESTIONS

#### **DO:**

- Seek sponsorships on behalf of *your chapter* of the Texas Exes (not the Texas Exes as a whole)
- Mention Texas Exes' **nonprofit** status. This can open up different pools of dollars (i.e. community outreach vs sponsorship)
- Seek **in-kind** sponsorships in categories where it makes sense
  - Partner company offers product in exchange for sponsor recognition
  - Common with consumer products like beer/chips/soda/water.
  - Make sure they align with the Texas Exes brand
- Seek trade sponsorship opportunities with media outlets
  - Magazine, radio, newspaper outlets might have interest in getting mention on t-shirts or event programs in exchange for event coverage
- Consider how well a brand might fit with the Texas Exes brand. Is it a brand we would want to associate with?

**DON'T:**

- Take in-kind donations or sponsorships from companies that could reflect negatively upon Texas Exes and the University (ex. political parties, firearms companies or tobacco companies)