



## **Sensation Celebration**

### **FUNDRAISING before your event**

Sensation Celebrations for the STAR Institute raise SPD awareness and funds for SPD research. Here are just a few of the techniques previous organizers have successfully used to raise funds prior to their events. Don't let these suggestions limit you! Use these or use your imagination but whatever you do u have fun!

- ◆ **SELL EXHIBITOR/VENDOR SPACE** – Offer local businesses the opportunity to spread the word about their services or products by buying a table at your event. Previous organizers have charged \$200-\$250.
- ◆ **SOLICIT SPONSORS** – Ask local businesses and/or professionals to help underwrite the event with a donation, donated services (printing, food, hats), cash donations, etc. Potential sponsors include local OTs, preschools, daycare centers, and any business with an interest in children or with a heart.

See SPONSOR LETTER SAMPLE on the website for a template letter. Including your family's story or your professional experience may make your letter more powerful. Consider delivering solicitations in person. It is harder to say "No" to a smiling face!

Before sending or delivering your letter, decide what kind of promotion to offer your sponsors in exchange for their support. Possibilities includedisplaying or handing out sponsor information, allowing the sponsor to have a banner at your event, using sponsor logos and the words "Sponsored by" on your publicity/press releases, and/or including the sponsor name/logo in your program. Being specific about what the sponsor gets in exchange for supporting your event will make saying "Yes!" to sponsoring easier.

See FUNDRAISING DURING YOUR EVENT for additional ideas.

**NEED TOOLS, TEMPLATES OR TIPS? Find them at [www.spdstar.org](http://www.spdstar.org)**

All expenses for your event must be underwritten, donated, or paid for from event proceeds. Under no circumstances will the STAR Institute reimburse costs incurred in staging a Sensation Celebration.