



**Higley Swim & Dive Sponsor
Sign-up Instructions**

Where to Access the Sponsorship Information

The screenshot shows a web browser window with the URL `higleyswimanddive.com/team/#sponsorship_info`. The page header includes the Higley High Swimming and Diving logo and a navigation menu with links for Home, Team, Parents, Booster, Sponsors, Calendar, and Knight Invite. The main content area lists several items:

- Team Policies (Attendance and travel requirements, expectations, lettering times, etc.)
- Team Records (Full list of Higley Swim & Dive Records)
- Buy Higley Swim and Dive Gear | Buy Warm-up Gear, shirts, visors & more
- Team Calendar

Below this list is a section titled **Sponsorship Request Information** with the following items:

- Corporate Sponsorship Instructions
- Corporate Sponsorship Letter
- Corporate Sponsorship Form
- List of Corporate Sponsors and Status (Login Required)

The items "Corporate Sponsorship Letter" and "Corporate Sponsorship Form" are highlighted with a red rectangular box. A blue callout box with an arrow pointing to this red box contains the text: "Download copies of the Letter and Form, and customize it, as described in the 'Corporate Sponsorship Instructions' (also found on the next slide)".

Download copies of the Letter and Form, and customize it, as described in the "Corporate Sponsorship Instructions" (also found on the next slide)



CORPORATE SPONSORSHIP DIRECTIONS

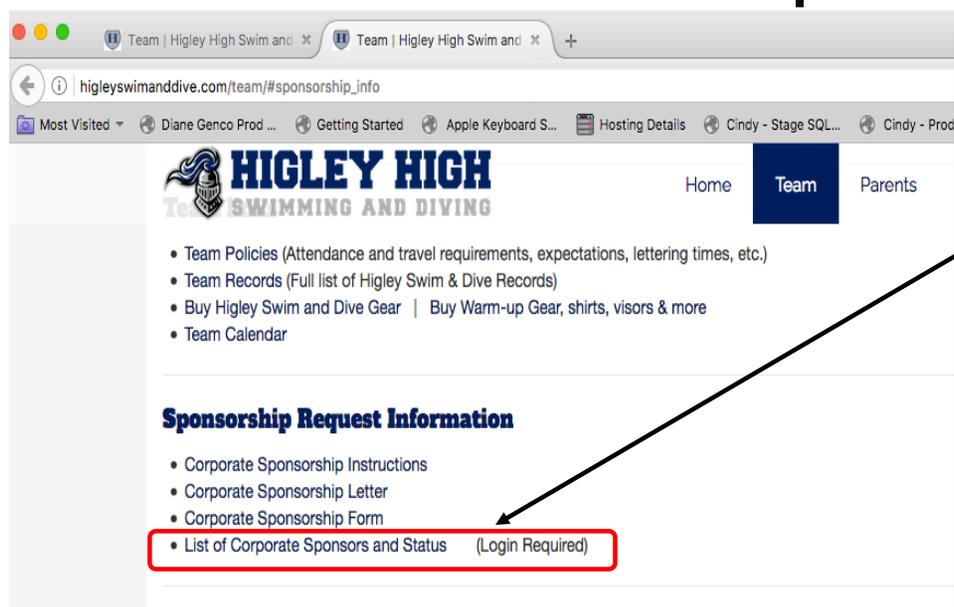
Sponsorship Letter:

1. Add the company name and address at the top of the letter.
2. Replace every place in the letter that has “_(company name)_” in it with the company’s name from which you are soliciting support.
3. Print the letter and the Corporate Sponsorship Form.
4. Mail and/or hand deliver them to the company.

If you have any questions about the letter/form, please text or call Beth Richardson at (480) 495-2358.



Where to Access the Sponsor Tracker



You can access the list of sponsors from the Team page on the web site, you'll notice a login is required – this is due to the sensitive nature of the information.

Access was granted to all parents' email addresses and students' email addresses that signed up at the parent meeting on Thursday Aug 10. If you need access to the document, you can click on the link and request access. A request will (automatically) be sent to the Booster team to grant the access. Please expect about 1-2 days for access.

If immediate access is needed, or you have issues accessing it, please contact Michael Ewing at 480-543-8242 or @higleyswimdivebooster@gmail.com.

Overview of Sponsor Tracker

	A	B	C	D	E	F
	Business Name	Targeting Status	Businesses' Status	Student Owner - Last Name	Student Owner - First Name	Sponsorship
81	ABC Company, Inc.	Pre-Claimed		Doe	John	
82	XYZ Company, Inc.	Needs to be Re-secured				
83	ACME Company, Inc.	Targeted		Doe	Jane	
84	Other Company, Inc.	Up for Grabs				
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The “**Targeting Status**” is designed to prevent multiple people from contacting the same company and ensuring we blanket as many businesses as possible

The “**Business Status**” represents the current “recruiting” status of the company becoming a sponsor

Please make sure you keep this information up to date!

Definitions and when to use what can be found in the “Data definitions and help” tab, and are also outlined on the next slide





Sponsorship Statuses

Targeting Status	What this means
Pre-Claimed	This is for the businesses where team members already have an existing relationship (from previous years). The teammate gets 1st right of refusal on following up w/ them this year. This will also be the case if a family had an outgoing senior/person no longer on the team, but a sibling is now on the team.
Needs to be Re-secured	This is for the businesses where the person that had previously obtained the sponsorship has graduated or is no longer w/ the team, and no sibling is on the team. Freshman should be given 1 st crack at these, so they build a relationship with the business over the next 4 years.
Targeted	This is for newly identified businesses (have not been a sponsor before) that a specific team member has staked claim to recruiting
Up for Grabs	This is a temporary status for when we add new businesses to the recruiting list that no one has "Targeted" yet
Businesses Status	What this means
Not Interested	Self explanatory
Interested - need to follow-up	The business has said they are interested, but we need to follow-up
Committed	They've committed to sponsoring
Enrolled	We have everything we need from them (logo, \$\$, point of contact, etc.)
Other	Some other status -- add a comment in the Comments column





QUESTIONS

Questions about:	Please contact:
General information about the sponsorship – or the Swim and Dive Program:	Tara Sundem at (480) 628-7500 tssundem@hotmail.com
Sponsorship Forms or Instructions	Beth Richardson at (480) 495-2358 richardsonb@cox.net
Sponsorship Tracker (including access) (online data tracking of our sponsors)	Michael Ewing at (480) 543-8242 mewing@yahoo.com
Anything else	higleyswimdivebooster@gmail.com

THANK YOU FOR ALL YOUR SUPPORT!

