



MOVEMBER®

HOW TO ASK FOR EVENT SPONSOR- SHIP

SO YOU'RE HOSTING A MO-MENT

Great news. And you want to secure an event sponsor because it'll help you maximise funds raised for men's health. Excellent idea.

Use these helpful hints to guide your ask, and you'll be well on your way.

01

A letter is best. Classic and sincere.

02

Address the person you're reaching out to by name. Acknowledge their role in the business and explain who you are, who you're writing on behalf of, and, of course, why you're getting in touch.

03

Explain what kind of event you're hosting (include details such as time, location and theme).

04

Don't be shy. You've got a question – ask it with confidence. Be specific with the donation amount you're requesting. It's for a good cause – something your letter will communicate clearly (feel free to use our suggested message). More often than not, you'll get what you ask for. Let them know how much your event hopes to raise, and what their donation would mean for your cause.



05

It's important to highlight how sponsoring your event complements the business's broader community goals, and how your goals align: you're both doing something good for the community.

06

Highlight how the sponsor will be promoted at your event—you can even include a few options. Maybe it's posters on walls, a banner across the scoreboard, social media articles on your website and regular mentions throughout the month.

07

Include your contact information. The letter is your intro, but a follow-up call or meeting is where you'll hopefully lock down the details and secure your sponsorship.

08

Keep it short and sharp.

SUGGESTION: THE WHO, WHAT AND WHY OF MOVEMBER

I'm fundraising for Movember, the leading charity changing the face of men's health. Across the world, men's health is in crisis: men die on average six years earlier than women, and for largely preventable reasons. Movember is addressing some of the biggest health issues faced by men – prostate cancer, testicular cancer, and mental health and suicide prevention – finding and investing quickly in innovative health projects (more than 1,250 since 2003) across the world to help stop men dying too young.



Need support? Get in touch at movember.com and we'll give you a hand.