

Your Sponsorship Playbook

You don't have to be a salesman. You're asking people who like you to support your team. Here's the play.

DON'T MAKE IT WEIRD

- **This is not sales.** You're inviting people to support the team.
- **Keep it short.** One text, one link, one thank you.
- **Adults say no all the time, and it's fine.** You're not begging.
- **Your only job is to ask, follow up once, say thank you.** Even if they say no.

THE 5 THINGS TO MEMORIZE

1. **2025 California State Champions, #4 nationally (MaxPreps), Carson Palmer is our head coach.**
2. **8,000-seat Saddleback Stadium. 5 Varsity home games. 10 million social views last season.**
3. **Packages start at \$350. Most local businesses pick Bronze (\$1,000) or Silver (\$2,500).**
4. **Any sponsorship credits to my fundraising. Ad sales help offset my participation fee.**
5. **Link: smeaglesfootball.com/sponsors. They MUST put my name at checkout for me to get credit.**

THE 7-STEP PLAYBOOK

1 Know what you're selling

JV / Community	\$350	Easiest yes. Name in our digital program.
Bronze	\$1,000	Small local business. Half-page print + social.
Silver ?	\$2,500	Best value. Banner on the field every Varsity home game.
Gold	\$5,000	Logo on Saddleback video board + PA announcement every game.
Senior Tribute	\$325/\$650	Half-page or full-page tribute, senior families only.

2 Make your list (20 names by tonight)

Family · Family friends · Neighbors · Your barber/coffee shop/restaurant/dentist · Doctors · Realtors/lenders/insurance agents · Contractors · Alumni · Parent's work

3 Send the first text (10 today, 10 tomorrow)

Use the scripts below. Hit copy, paste, send. Don't overthink.

4 Follow up after 2-3 days

Most yeses come from the follow-up. Don't skip.

5 Help them pick a package (use cheat sheet)

"Most local businesses go with Bronze or Silver. Silver gets you on the field every home game."

6 ?? Make sure they put your name at checkout

This is the most-forgotten step. Every text ends with "Please put my name at checkout." Confirm after they say yes.

7 Say thank you (yes AND no)

People remember how you closed the loop.

TEXT SCRIPTS (COPY + PASTE)

? Family Friend or Neighbor

Hi [Name], it's [Your Name], Chad and Lisa's son. Our football team is doing 2026 advertising sponsorships. Packages start at \$350 and any sponsorship counts toward my fundraising goal. Here's the link: smeaglesfootball.com/sponsors. If you pick one, please add my name at checkout. Thanks for thinking about it!

? Local Business Owner

Hi [Name], it's [Your Name] from Santa Margarita football. We're doing 2026 advertising sponsorships and I'm reaching out to local businesses that might want to get in front of every Eagles family this season. Packages start at \$350 (digital program) up to \$5,000 (video board at Saddleback). Link: smeaglesfootball.com/sponsors. If you decide to do one, please put my name at checkout. Happy to answer anything!

? Alumni or SMCHS Community

Hi [Name], it's [Your Name] from the SM Eagles football team. The program is doing 2026 advertising sponsorships and I know you've supported SM before. Any sponsorship credits to my fundraising goal. Link: smeaglesfootball.com/sponsors. If you pick one up, please add my name at checkout. Go Eagles!

? Follow-up Text (2-3 days later)

Hey [Name], just following up on the Eagles sponsorship I mentioned. No pressure at all. Easiest spot is smeaglesfootball.com/sponsors. Let me know if you have questions!

? Confirmation text after they say yes

Awesome, thank you so much! Quick thing, at checkout there's a dropdown that says "credit this sponsorship to a player." Please pick [Your Name]. Otherwise it goes uncredited. Appreciate it!

? Thank you (after sponsoring)

[Name], huge thank you. That genuinely helps me hit my goal. I'll keep you posted on the season. Go Eagles!

? Thank you (if they decline)

Totally understood, thanks for considering it! Really appreciate you taking the time. Go Eagles!

IN-PERSON PITCHES BY LENGTH

5-Second Ask 5s

"Hey, can I send you our football sponsorship link? Packages start at \$350."

10-Second Pitch 10s

"Our football team is doing advertising sponsorships for 2026. We're the state champs, Carson Palmer's the coach. Want me to send you the link?"

30-Second Pitch 30s

"Quick thing. Our football team is doing 2026 advertising sponsorships and every player has to raise money. We're the state champs, ranked #4 in the country by MaxPreps, Carson Palmer is our coach. Sponsorships start at \$350 and go up to \$5,000 for full premium visibility. Any sponsorship credits to my fundraising. Mind if I text you the link?"

?? MOST IMPORTANT: Every script needs "Please put my name at checkout." If they skip that dropdown, you don't get credit.

OBJECTIONS + EASY ANSWERS

Q: "I need to think about it."

"Totally get it. Deadline is July 17 and Silver and Gold are limited. Want me to text you the link?"

Q: "What do I get?"

"Depends on the package. Every package gets you in our digital program. Silver and Gold add on-field banners and social. Gold adds the video board at Saddleback. The link has the full list."

Q: "Where does the money go?"

"100% goes to our program, directly to support the players and the team."

Q: "Is this tax deductible?"

"It's a sponsorship, usually treated as a marketing or advertising expense for a business. Check with your accountant."

Q: "I already donated."

"Awesome, thank you! This is separate, it's run by the booster club for ad visibility. No pressure."

Q: "I can't afford that."

"Totally fine. There's also a \$350 community tier if it ever fits, no rush."

Q: "Which package is best?"

"Most go with Bronze at \$1,000 or Silver at \$2,500. Silver gets you on the field every home game."

Q: "Can I pay by check?"

"Yes, pick 'Mail a Check' at checkout. Your slot reserves right away."

Q: "What if I don't have an ad?"

"They handle it. Upload your logo and tagline, they design the ad."

Q: "How do I make sure you get credit?"

"There's a dropdown at checkout, 'credit this sponsorship to a player.' Pick my name."

YOUR 7-DAY ACTION PLAN

Day 1: Make your list. 20 names. No excuses.

Day 2: Send 10 texts.

Day 3: Send 10 more texts.

Day 4: Visit 3 local businesses with the one-pager.

Day 5: Follow up with anyone who didn't respond.

Day 6: Ask your parents for 5 more contacts.

Day 7: Thank everyone who sponsored. Follow up with anyone still on the fence.