

## Partner and Sponsorship Ideas

You have undertaken a worthy cause and will be able to get more done with help from partners and/or sponsors to plan, promote, and share results from your underage drinking prevention event.

### What Are the Advantages of Having a Partner or Sponsor?

Supporting organization relationships can vastly:

- Multiply your resources;
- Expand your reach to your target audience(s); and
- Leverage the use of available resources in the community.

### What Roles Can a Partner or Sponsor Serve?

A partner or sponsor can:

- Provide or obtain facilities.
- Supply giveaway materials—trinkets, such as key chains, pens, water bottles, coffee sleeves, reusable bags, and magnets, can serve as reminders of the event.
- Furnish door prizes, which can be incentives for attendees.
- Supply catering.
- Offer outreach assistance, such as marketing on Web sites, on social media, and in retail establishments.
- Donate funds.
- Recruit or obtain speakers for the event.
- Offer political support by inviting key policymakers to the event.
- Print promotional materials and event programs.
- Help with media relations—colleges and businesses may be very useful here.
- Provide audiovisual capabilities.
- Supply volunteers!!!
- Recruit attendees.
- Organize interactive activities for the event—youth service organizations, colleges, and businesses many have ideas to share.

## Who Can Be a Partner or Sponsor?

Anyone can be a potential partner or sponsor, and all are needed. Organizations to consider include:

- **Faith-Based Organizations**—Faith-based groups in your community may yield a number of other partners with a tradition of community service and a strong volunteer base.
- **Government Offices**—Libraries; Social Security Administration offices; public housing authorities; the Women, Infants, and Children Program; the Department of Family and Child Services; and the Department of Health and Human Services can be approached to help with your event.
- **Health Care Providers**—Health care providers, such as pediatricians, nurse practitioners, counselors, health maintenance organizations, and community hospitals, may be able to publicize the event on their marketing platforms (i.e., newsletters, Web sites, and social media) or distribute materials in their offices.
- **Parent Groups**—Community parent groups, Parent Teacher Associations, foster parent associations, athletic organizations, and music and arts programs can be useful for reaching parents and caregivers.
- **Youth Service Organizations**—Local chapters of youth service organizations and groups, such as Boys & Girls Clubs of America, YMCA, YWCA, Big Brothers and Big Sisters of America, the Boy Scouts of America, the Girl Scouts of America, and Students Against Destructive Decisions (SADD), can help you reach and educate youth and young adults about underage drinking prevention.
- **Community Service Organizations**—The local Elks, the Lions Club, the Rotary Club, Mothers Against Drunk Driving, graduate chapters of fraternities and sororities, Urban Leagues, and college and university student groups (i.e., BACCHUS and SADD) can be contacted.
- **Schools**—Teachers, school nurses, guidance counselors, coaches, and other school officials are links to parents and youth in your community.
- **Colleges**—Colleges can help provide volunteers, peer-to-peer education, interactive activities, media coverage, and motivation for your event.
- **Businesses**—Big local businesses, such as car dealerships, corporations, banks, and hotels; retail and entertainment establishments, such as gas stations, bowling alleys, and movie theaters; and area restaurants are possible contacts.

Remember to provide an acknowledgment of tax-deductible donation(s) to the event, words of appreciation at the event, or a small token of appreciation in the form of a thank-you certificate to your sponsors and partners.