New Sponsor Email Template (Edit for Yourself)

Emails must be proofread by Anoop and Ms. Iaiela, and BCC’d to anoop.reddy@gmail.com and iduni.1994@gmail.com before being sent to a company

Email Checklist

- unchecked
  Name, Grade, Role
- unchecked
  what is YETI:

Highschool, regional, competitional, robotics team, a non-profit, functions like a business, we are an Impact award team, team starter. Target points for companies:

- Math related: We teach fundraising and money management, or the math

we use.

- Parts or Construction related: Talk about the robot.

- Code or Technology related: Controls side

- Non-Profit: Mention how we function similarly and how every student

fundraises.

- If you don't think they’re connected to anything, talk more about how far

our advertisements reach.

- unchecked
  What makes us unique and why we should matter to the company
- unchecked
  what we need from them (funds, volunteers, parts)
- unchecked
  what they get in return

1. Publicity (Look at sponsorship levels sheet, mention ads on our social media): Stress how this can help them because for a relatively small price, they can get their name in front of thousands of people. If needed mention how YETI has a good reputation, and how the people who see our ads will take them seriously
2. Involvement in the community (If they want to look like they're helping society)

- unchecked
  sponsor sheet

Mention that "for [their] convenience" you will be attaching the sponsorship levels

sheet to the email. This sheet will let them see all the rewards/benefits from sponsoring YETI that you don't mention in the email.

- unchecked
  Conclusion
- unchecked
  contact info
- unchecked
  Proofread
- unchecked
  bcc

Sample Email (DO NOT COPY):

[name and role] [what is YETI, why we are different and cool, why we should matter to the company] [what we need from them] [what they get in return] [sponsor sheet] [conclusion][contact info]

Hello (name),

My name is Ashwin Deverashetty, and I am a member of YETI robotics, a competitive high school robotics team that specializes in multiple activities. Our members participate in many activities; we don't just build robots, we try to help our students learn how to code, introduce them to marketing, and we teach them to build life size robots that can compete at competitions. We function as a non-profit business, in

order for us to continue as a team we need sponsors that can provide us with volunteer mentors, funding, and robot parts. As a matter of course, your help will not go unacknowledged. If you’re willing to sponsor us you will receive thanks in numerous ways, including promotion through social media, company logos on our immense robots which will be viewed by hundreds to thousands of people at our competitions. For more information, I have attached a file that gives in depth details of our sponsorship levels. YETI’s outreach over the last 13 years has put us in touch with thousands of people, and with your help, we can continue to spread the message, both inspiring students to pursue in STEM and business, and that of your company. If you have any questions please reply to me through this email. We would love it if you can make a small contribution that can make a big impact on our community.

Thank you,

Ashwin Deverashetty

9th grade

Mechanic and programmer

YETI Robotics Team

Revision #1
Created 2023-12-30 18:02:48 UTC by Parvathy
Updated 2023-12-30 18:03:42 UTC by Parvathy