

## **Excellence in Education Sponsorships Phone Script**

*Consider using this script when speaking with potential sponsors by phone.*

### **Introduction**

Hello! I'm [Name], a board member with the 21st Century Education Foundation. We support Anne Arundel County Public Schools and are hosting the Excellence in Education Awards Dinner on April 16, 2020. This is the largest event of the school year, where we honor our Teacher of the Year nominees. This event offers a great opportunity for local businesses to show their support for the school system or a specific school.

Would you be interested in learning more about our sponsorships?

### **Promoting Sponsorship Opportunities**

You might be interested in learning about our Academia Sponsorship, which for \$1,000 includes three tickets to the event, the opportunity to "host" a school at your table, your name and logo on promotional material for the event, and the opportunity to place items in the Teacher of the Year gift bags.

Refer to a sponsorship flyer for details about all sponsorship opportunities.

### **Purchasing a Sponsorship By Credit Card**

While I have you on the phone, would you like me to walk you through purchasing a sponsorship online?

Direct the business to the online registration form at [www.aacps.org/EIESponsors](http://www.aacps.org/EIESponsors)

### **By Check**

Let me get your contact information and we will send you an invoice.

*You will need to get the Business Name, Contact Person, Email Address, Phone Number, Sponsorship level, and names of attendees (if known) or use the Invoice Request Form posted in the toolkit.*