

*Sponsorship inquiries are best if you have a personal contact with the person or organization, and if you can personalize your ask in some way. **Here are things you may want to include in your initial email, feel free to cut and paste as needed.** Keep in mind that for some contacts, a phone call may be more appropriate.*

General information:

- **YOUR EVENT** is a FREE, fun, and engaging event open to the general public and appropriate for all ages. At the heart of the event are booths from over two dozen Central Texas archives showing off their amazing collections and services in one big room and promoting the diverse cultural heritage resources available to the public in our region.
- Our goal is to raise awareness about and deepen engagement with these rich and diverse cultural resources that are freely available to the public.
- **YOUR EVENT** is organized by the **YOUR ORGANIZATION**, a group of local professional archivists.
- **YOUR EVENT** will take place
- This is the **?** time we are holding this event. Each of the other Bazaars, in 2014 & 2016, drew over **?** attendees.
- We are now a 501(c)3 organization and donations can be tax-deductible.

For archives-specific vendors and organizations

Although the primary audience for the **YOUR EVENT** is the general public, we expect over **?** professional archivists, librarians, records managers, and archives students from the area to participate as repositories, volunteer, or attend the event.

By sponsoring the Bazaar, **VENDOR NAME** will show its support for local archives and archivists in a very real way. **OR** An informal survey of participating repositories included **##** who have used your services in the past, including major customers like **XXX and XXX**. Your generous sponsorship of the Bazaar can serve as a thank you to those repositories and spread the word about your organization to other local archives.

If you sponsor at the \$500 level, we can include your brochures and/or giveaways in our hundreds of goodie bags going to attendees as well as the dozens of packets that will be distributed to all our volunteers and participating repositories on the day of the Bazaar. Consider becoming one of our lead sponsors for \$1,500 -- your logo can be included on our koozies or "goodie bags" distributed to every attendee -- that's your logo and show of support distributed to over 400 people who will continue to use the durable items after the event. Alternatively, your organization can show some love to local archivists by sponsoring the food and drink in our break room for volunteers and participating repositories with special signage thanking you for your sponsorship and highlighting your support of Austin archives to local participants.

The ask

Because the **YOUR ORGANIZATION** is a volunteer organization that does not collect dues, we are seeking donations of money, goods, and services in order to make this event a success. Donations will support things like A/V and technical support, setup and logistics, giveaways for attendees, and printing costs. There are several ways you **OR** your organization could help us out and show the people of **YOUR CITY** that you support archives and archivists:

- Contribute a cash donation to the event. This would give us the flexibility to use your gift where it is needed most.
- Donate a gift card or **XXX** as a door prize for our attendee drawing.
- **SPECIFIC DONATION OF GOODS**
- **SPECIFIC DONATION OF SERVICES**
- Feeling creative? Let us know if you have any other ideas for contributing to this event!

For previous sponsors

Last time you donated **XXX**, and it was greatly appreciated. Please consider matching or increasing your sponsorship for the 2018 Bazaar.

For sponsors that need a nudge

Peer organizations like (**DBCAH, GLO, UT Libraries, etc.**) have committed **###** to the sponsorship of the YOUR EVENT. We hope we can count on you for a sponsorship as well.

Closing

Please see the attached handout for more details on sponsorship opportunities, including the benefits to sponsors for donating at different levels. Contributing to this event will get your organization's name in front of a large group of YOUR CITY who are interested in history, genealogy, preservation, **SOMETHING SPECIFIC TO THE DONOR** and more.

Questions? Ideas? Ready to donate? Contact **[YOUR NAME AND INFO]**,

Best,

NAME

Include this note at the bottom of your email:

* Note: Donation of goods or services will be assigned a cash value and acknowledged accordingly. The YOUR ORGANIZATION is a 501(c)3 non-profit and contributions are tax-deductible under section 170(c) (1) of the Internal Revenue Code. Checks should be made payable to the Archivists of Central Texas. Any leftover funds will be used to support the work of the Archivists of Central Texas.