

A photograph of students in a classroom, focused on a project. A young man in the foreground is looking down at a blue and white patterned paper. Other students are visible in the background, also working. The image is framed by a dark blue background with a bright pink diagonal line running from the top left to the bottom right.

STEM ON TRACK

SPONSORSHIP GUIDE

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Table of Contents

This guide is your support to navigating the world of sponsorship, forging meaningful partnerships, and empowering the entrepreneurial spirit of your students.

Introduction	01
Why Seek Sponsorship? Discover the significance of sponsorship and how it benefits schools and sponsors alike.	02
Types of Sponsorship Opportunities Explore the possible sponsorship packages available, including branding on karts & team kit plus website & social media exposure.	03
Approaching Sponsors Find guidance on effectively approaching and communicating with potential sponsors.	04
Who to Approach Guidance on who to approach, which roles in an organisation to approach and how this is different depending on the organisation.	05
How to Approach Guidance on reaching out to and communicating with organisations via email, phone and letter.	06
Building Relationships Learn the importance of fostering positive sponsor relationships and discover ways to maintain and strengthen these partnerships.	07
Promoting Sponsors Understand how sponsors' branding will be displayed on the karts & team kit, website & socials as well as access guidelines for a concise sponsor press release.	08
Frequently Asked Questions (FAQs) Get answers to common questions schools might have when seeking sponsorship.	09
Contact Information Find contact details for inquiries and additional support, ensuring a smooth journey in securing partnerships.	10

1. Introduction

UNLOCKING THE FUTURE WITH STEM ON TRACK: A GUIDE TO NURTURING PARTNERSHIPS

Welcome to the STEM On Track Sponsorship Guide, a roadmap to building meaningful partnerships that will empower you and your students on a remarkable journey into STEM education. This comprehensive resource is crafted to guide schools/organisations; but most importantly young people. As they set out to secure the help and support required to make this transformative educational programme, STEM On Track, a resounding success.

As we embark on this educational adventure, we recognise that seeking sponsorship is not an absolute necessity. However, it is an avenue that offers schools & organisations a sustainable option to raise the necessary funds, allowing us to work together to create an unforgettable experience for your students. By partnering with local businesses, charities or parents, schools can unlock opportunities that benefit students, the community, and sponsors alike.

This guide is a testament to our shared commitment to the future of education and community engagement. It offers valuable insights and practical guidance on how to engage potential sponsors, present compelling proposals, and maintain strong and lasting sponsor relationships. Our goal is not only to secure funding but to empower young people to take ownership and establish the relationships that will enrich their educational journey.

In our pursuit of STEM excellence, we believe that by working together, we can inspire the next generation of STEM leaders, nurture innovation and creativity, and create lasting employment connections within your community. The STEM On Track programme is more than just an initiative; it is an opportunity to shape the minds of future innovators, problem-solvers, and leaders who will transform the world through the power of STEM.

This guide is not a static document; it is a living resource that evolves with your needs and experiences. In addition to this guide, we have provided a sponsorship proposal template that can be edited and sent to potential sponsors, simplifying your journey in securing partnerships.

Thank you for joining us in this remarkable endeavour. Together, we will unlock the limitless potential of your students, empower them to own their future, and set a new standard for STEM education.

2. Why Seek Sponsorship?



Seeking sponsorship for the STEM On Track programme is a mutually beneficial endeavour that enhances educational opportunities for schools/organisations and provides valuable exposure for sponsors. Here's why sponsorship is crucial:

2.1. Enhancing Educational Opportunities:

Sponsorship enables schools/organisations to sustainably offer an exceptional educational experience that goes beyond the traditional classroom. The funds obtained can be used to invest in the STEM On Track programme, providing students with hands-on STEM learning experiences they might not otherwise have access to. The process of obtaining the sponsorship is a fantastic learning opportunity.

2.2. Fostering Community Engagement:

Sponsorship is a chance to engage with your local community and develop meaningful connections. It encourages businesses, charities and parents to actively participate in supporting your school/organisation in the development of its young people.

2.3. Exposure and Branding:

Sponsors gain visibility and recognition through branding on the Kart and potentially your Team wear. They will also access both website and social media exposure. This impact not only reflects incredibly positively on the sponsoring business in their community but also helps them reach a wider audience.

2.4. Corporate Social Responsibility:

For sponsors, supporting educational initiatives like STEM On Track demonstrates a commitment to corporate social responsibility. It highlights their dedication to community enrichment and investment in the workforce of the future.

2.5. Positive Community Impact:

Sponsors become integral to the success of local schools and contribute to the community's overall well-being. Their involvement can foster a sense of pride and goodwill among community members.

2.6. Educational Innovation:

Sponsoring a project like STEM On Track supports innovation and creativity in education. It encourages schools to explore new ways of teaching and learning, ultimately benefiting students and educators alike.

In summary, seeking sponsorship for STEM On Track is an opportunity to create a win-win scenario. Schools gain crucial resources for enhanced STEM education, and sponsors receive recognition and alignment with educational excellence and community development. This partnership embodies the spirit of co-operation and progress, driving towards a brighter future for students and local businesses alike.

3. Types of Sponsorship

We have provided three potential sponsorship packages that allow local businesses and organisations to become valuable partners in the STEM On Track programme. Each sponsorship package is designed to provide unique benefits to your sponsors whilst covering the entire cost of the course. These options are not mandatory and you may decide to create bespoke sponsorship models to send to potential sponsors.

		
BUILD	LEARN	RACE
<i>A High Speed Kart, Tools to Build it, A Test Day and Bespoke Kart Livery</i>	<i>A 1 Year STEM Curriculum, and Online Academy for 30 Students</i>	<i>Team entry to the Grand Final, MSUK racing licenses for 4 students and Rental of Helmets and Race Suits.</i>
1st Placed Branding on Kart	2nd Placed Branding on Kart	3rd Placed Branding on Kart
Listed Build Sponsor on STEM On Track website with Company Bio	Listed Learn Sponsor on STEM On Track website with Company Bio	Listed Race Sponsor on STEM On Track website
3 Tickets to Grand Final and invite to Test Day	2 Tickets to Grand Final	1 Ticket to Grand Final
Exclusive access to the pit area during the Grand Final plus Company Branding	Joint Press Release with School	Tagged in School SOT Social Media Posts
Invitation to a Schools Kart construction session.	Tagged in School SOT Social Media Posts	Company Logo in Grand Final Promotional Material and Programme
£4000	£2000	£750

3.1. Additional Sponsorship Opportunities

We understand that the sponsorship packages we've provided are not exhaustive and can be entirely restructured or amended to align with the unique needs of your school or organisation. Below are two possible additions you could add to your sponsorship packages:

Team Kit

Because this is something so unique to each school/organisation it is not something we at Espire will get directly involved with. However, you may wish your participants of the STEM On Track programme to have: t-shirts, caps, hoodies or even umbrellas! These can be branded & logoed with both the school/organisation and respective sponsor logos (of course we'd be happy to provide the Espire logo too).

Racewear

Whilst racewear (helmets, suits and gloves) will be loaned out to participating school/organisation Teams at test & race events. You may find that your sponsors may wish to support you with your own dedicated Helmets, Suits & Boots. All of which can be branded and logoed and could provide fantastic increased exposure.

4. Approaching Sponsors

Successfully approaching potential sponsors requires a well-thought-out strategy and effective communication. Here are some valuable tips to guide your approach:

4.1. Publicise Your Team

Before researching and targeting potential sponsors it's important to publicise your team's involvement. The organisations most likely to sponsor your kart will be those already invested in your local community and school.

Make use of the images, videos and social media templates in the Sponsor Toolkit and Launch Pack. As well as creating your own to highlight the amazing journey you're about to embark on. Aim to make your posts personal, introduce your team and explain why this programme matters to you.

A great initial step when starting your sponsorship journey is to write an open letter to your local community. It's a brilliant opportunity to introduce the programme to your school community, explain why you want to be involved, why sponsorship matters to you and raise the profile of your team to the wider community. The STEM On Track Launch pack includes a guide on how to write this letter as well as an accompanying social media post and imagery.

After drafting your letter, seek assistance from your teacher to promote it, either through the school's website or social media.



4.2. Research Your Prospects:

Begin by identifying potential sponsors whose values align with the project's goals. Tailoring your approach effectively involves researching the background, interests, and previous sponsorships of potential sponsors. Consider reaching out to:

- **Corporate Partners with Ties to the School:** Explore companies that already have established partnerships or collaborations with the school. These might include businesses that have historically supported school events, initiatives, or have a vested interest in educational programmes.
- **Companies or Organisations Linked to Parents of Students:** Engage with businesses or organisations where parents of students are employed or hold positions. These connections can be valuable, as there may be a personal interest in supporting their children's educational endeavours.
- **Educational Resource Suppliers with Existing Contracts:** Identify educational resource suppliers who currently have contracts with the school, especially those providing STEM equipment or other relevant resources. These suppliers may already be invested in the school's educational initiatives.
- **Charities:** Reach out to local charities that align with the goals of STEM education. Charitable organisations often have a community-focused agenda and may be interested in supporting educational programmes that benefit local students.
- **Local Government:** Explore opportunities to collaborate with local government entities. Some municipalities or local government bodies may have initiatives or funds earmarked for educational programmes, particularly those related to STEM education and community development.
- **Research Funding Opportunities and Grants:** Investigate potential funding opportunities and grants that specifically support STEM education. There may be grants available from foundations, governmental agencies, or private organisations that are dedicated to advancing STEM initiatives in schools.

Several organisations that often offer STEM-related funding are as follows; The Royal Society of Chemistry, The Institute of Physics, The Institute for Engineering and Technology and UK Research and Innovation (UKRI) amongst many others. Remember, funding and grants change regularly so it's important to keep researching and exploring new opportunities. The application process for these grants will require a different approach than that outlined in this document, often requiring you to complete a specific application form. It is important to speak to your teachers and ask for their advice, but our contact details are also included within this document. Please contact us if you need any specific help or guidance.

By diversifying your outreach and considering a range of potential sponsors, you can increase the chances of finding partners who are not only willing to provide financial support but are also genuinely interested in contributing to the success of the STEM On Track programme.



4.3. Prepare a Clear Proposal:

Develop a concise and compelling pitch that outlines the programme's objectives, benefits of sponsorship, and the unique opportunities for exposure. Make it clear how their support will make a difference. A template proposal can be accessed via the Launch Pack email or here:

REMEMBER TO CLICK "USE TEMPLATE FOR NEW DESIGN"

https://www.canva.com/design/DAFyXahohmA/v4xNOTWJhkoyupajjk65Bw/view?utm_content=DAFyXahohmA&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview

4.4. Personalise Your Approach:

Customise your communications to each potential sponsor. Address them by name, refer to their specific interests or past community involvement, and explain why their support is particularly valuable.

4.5. Leverage Your Network:

Utilise your school/organisation's existing community, contacts, and connections to facilitate introductions and recommendations. Personal referrals can significantly increase your chances of success. Think about parents and local charities as well as commercial companies. One effective way to garner interest and promote your message is to write an open letter or post, advertising that your Team is seeking sponsorship. You can then liaise with your schools Marketing lead to promote this via your schools social media and website.

4.6. Effective Communication:

Approach sponsors with clear and concise communication. Clearly state the purpose of your contact, be respectful of their time, and express your enthusiasm for the programme.

4.7. Follow Up:

After initial contact, be sure to follow up with potential sponsors. Persistent and polite follow-ups demonstrate your commitment and help maintain their interest.

4.8. Express Gratitude:

Regardless of the outcome, always express gratitude for their consideration. Building positive relationships, even with potential sponsors who don't participate, can lead to future opportunities.



5. Who to Approach

Identifying the right individuals to approach within a company is crucial for securing sponsorship. The key contacts may vary depending on the size and structure of the business. Here are some potential targets and examples of who to reach out to, tailored to different company sizes:

5.1. Smaller/Local Businesses

For smaller, local businesses, decision-making is often centralised. Reaching out to high-level individuals can be more effective:

- **Founders or CEOs:** The founder or CEO of a local company may have a strong personal investment in community engagement and educational support. They can often make quick decisions and may be enthusiastic about supporting local schools.
- **Managing Directors:** The Managing Director or General Manager may be interested in supporting local schools and community projects. They can be influential in deciding where the company allocates its resources.
- **Chief Operating Officers (COOs):** The COO oversees the operational aspects of the business and may see the value in community partnerships and sponsorships. They might be looking for ways to enhance the company's local presence and reputation.

5.2. Larger/National or Multi-National (MNCs) Businesses

In larger companies, responsibilities are often more specialised, and it may be more effective to target specific departments:

- **Human Resources (HR):** The HR Manager or Talent Acquisition Specialist may be interested in sponsoring educational programmes to enhance the company's reputation as an employer that supports community and educational initiatives. They might see this as a way to attract future talent.
- **Corporate Social Responsibility (CSR):** The Head of CSR or Sustainability Officer focuses on the company's community involvement and social impact. They are key advocates for supporting educational programmes and may have dedicated budgets for such initiatives.
- **Marketing Managers:** The Marketing Manager or Brand Manager might see sponsorship as an opportunity to enhance the company's visibility and reputation within the community. They often look for events and programmes that align with the company's brand values.
- **Community Relations Officers:** Some companies have dedicated Community Relations or Public Affairs Officers who handle partnerships and sponsorships related to community engagement.

They are responsible for building and maintaining relationships with local organisations and schools.

6. How to Approach Sponsors

Reaching out to potential sponsors effectively is essential, especially for school students who may not have access to professional networking platforms like LinkedIn. Here are some accessible and practical methods:

6.1. Email

Finding Emails: To find the email addresses of potential sponsors, students can:

- Look on the company's website, usually under "Contact Us" or "About Us" sections. Sometimes there are dedicated pages for media or community inquiries.
- Use search engines by typing the individual's name along with the company name and the word "email." For example, "John Doe XYZ Company email."
- Ask for assistance from teachers or older students to search on LinkedIn and professional directories. LinkedIn often lists contact details, but you might need help from someone with a LinkedIn account.

Example: Draft a polite and concise email introducing yourself, your school, and the STEM On Track programme. Clearly state the purpose of your request and how the sponsorship will benefit both the programme and the sponsor. Use the school's official email account for credibility.

TEMPLATE:

Subject: Sponsorship Opportunity with [School Name]'s STEM On Track Programme

Dear [Recipient's Name],

My name is [Your Name], and I am a student at [School Name]. We are participating in an exciting educational programme called STEM On Track and are seeking sponsorship to help make this initiative a success.

[Briefly explain the programme and its benefits.]

We believe that [Company Name] would be a great partner for this programme due to [mention any relevant connection or shared values]. Your support would be invaluable in providing us with the resources we need to excel.

We have attached a proposal document that includes more detailed information about STEM On Track and our team.

Thank you for considering this opportunity. We would be happy to discuss this further at your convenience.

Yours sincerely,

[Your Name]

[Contact Information]

6.2. Phone Calls

Finding Contact Information: Phone numbers for main offices are typically available on the company's website. Call the main office and ask to be connected to the relevant person (e.g., HR Manager, Head of CSR).

Make a brief phone call, prepare a short script to explain who you are, the purpose of your call, and request a meeting or the best email address to send more information. Practising the script beforehand can help you sound confident and clear.

Example Script:

Hello, my name is [Your Name], and I am a student at [School Name]. We are running an educational programme called STEM On Track and are looking for local businesses to sponsor us. Could I speak to someone in your [HR/CSR/Marketing] department about this opportunity?

6.3. Writing a Letter

Finding Mailing Addresses: Company mailing addresses can be found on their website, usually at the bottom of the homepage or under the "Contact Us" section.

Write a formal letter on school letterhead, introducing the STEM On Track programme and requesting sponsorship. This can be mailed or delivered in person to local businesses. A well-crafted letter on official school letterhead adds a level of professionalism and credibility to your request.

An example **template** is available on the following page.

[School Letterhead]

[Date]

[Recipient's Name]

[Company Name]

[Company Address]

Dear [Recipient's Name],

My name is [Your Name], and I am a student at [School Name]. I am writing to introduce you to an exciting educational initiative we are involved in, called STEM On Track.

[Briefly explain the programme and its benefits.]

We would be thrilled to partner with [Company Name] to help bring this programme to life. Your support would play a crucial role in providing us with the necessary resources to achieve our goals.

I have enclosed additional information about the programme and the sponsorship opportunities available through our proposal document. We hope to discuss this further and explore how we can work together.

Thank you for your time and consideration.

Yours sincerely,

[Your Name]

[Contact Information]

Community Events

7. Building Positive Sponsor Relationships

Maintaining strong and enduring sponsor relationships is a cornerstone of a successful programme like STEM On Track. It not only ensures the sustainability of the programme, it also fosters a sense of community and shared commitment to the educational mission. In this section, we explore the profound significance of positive sponsor relationships and provide guidance on how to cultivate and nurture them.

Sustainability and Impact: Positive sponsor relationships can be a key factor in the sustainability of your STEM On Track programme. Sponsors who feel valued and appreciated are more likely to maintain their support over the long term. This enduring commitment directly contributes to the lasting impact on your young people.

Advocacy and Amplification: Sponsors often become powerful advocates for your cause. When they have positive and meaningful relationships with you, they are more inclined to share their experiences with their networks and encourage others to participate. This word-of-mouth support multiplies the impact of your STEM onTrack programme and helps you to reach a wider audience.

Alignment of Values: Building and maintaining positive sponsor relationships with organisations and individuals who share your educational values and objectives is paramount. When sponsors align with your mission, their support is more likely to directly benefit your students and community. It also fosters a sense of shared purpose, making collaborations more meaningful and effective.

Suggestions for Nurturing Sponsor Relationships

Regular and Transparent Communication: Keep sponsors informed about programme progress, achievements, and upcoming events. Regular newsletters, personalised emails, and phone calls help sponsors feel engaged and connected to the programme.

Recognition and Appreciation: Express gratitude for their support consistently and genuinely. Recognise their contributions through social media shoutouts, press releases, and acknowledgments at programme events. Public recognition can be a powerful motivator.

Direct Engagement: Encourage sponsors to actively participate in programme events, workshops, or seminars. Invite them to watch, or even participate in, an element of the build. Their direct interaction with students and programme activities can give them a tangible sense of their impact and connection to the programme.

Seek Feedback and Input: Solicit sponsors' input on the programme's direction and improvements. Their perspectives and insights can provide valuable guidance for future endeavours. A key moment for feedback will be in the design process of your kart's graphics. This approach not only shows that their opinion matters but also fosters a sense of ownership.

Exclusive Updates and Content: Provide sponsors with exclusive updates and behind-the-scenes content. Make them feel like valued insiders by offering access to information that others may not have.



Prominent Brand Visibility: Offer sponsors opportunities to have their brand prominently displayed at key programme events, such as the test and race events. This can include banners, signage, or logos on programme materials, ensuring lasting and visible recognition.

Building and fostering these relationships is a mutual endeavour, a journey that strengthens our shared commitment to education and innovation. Together, we're making a lasting impact on the future of our students and our community.

8. Promoting Sponsors

We believe in recognising and celebrating the support of your generous sponsors, and this section details how together we will promote their branding and provide a platform for their voices.

On the Karts: Sponsors' branding will be prominently featured on the karts. This valuable real estate ensures that sponsors are visible during programme events, tests and races, when the karts are on display. You will prioritise showcasing sponsors in a way that reflects their significance to you and our students.

On the Website: Our website will host a dedicated page where we will feature sponsors. Each sponsor will have a dedicated space to showcase their logo, a brief description of their organisation, and a link to their website. This exposure on our digital platform is designed to provide sponsors with extended visibility and increased online reach.

Sponsor Press Release: As a part of your commitment to recognising and promoting school sponsors, you will encourage them to craft a brief press release to announce their partnership with your STEM On Track team. This document is an opportunity for sponsors to share their perspective on our programme, our shared values, and the significance of their support for education and the community.

Guidelines for the Sponsor Press Release

Sponsors are invited to craft a brief press release (approximately 300-500 words) announcing their partnership with your school's STEM On Track team. Here are some key guidelines to consider when preparing the press release:

Begin with an introduction, stating the sponsor's name, the sponsorship agreement, and their enthusiasm for supporting STEM education.

Share the reasons behind the decision to sponsor STEM On Track, focusing on shared values, community engagement, and the desire to inspire the next generation of STEM leaders.

Highlight the impact the sponsorship is expected to have on both the programme and the community.

Express excitement about the forthcoming programme events and initiatives and the role of the sponsor in these endeavours.

Conclude by emphasising the commitment to education, innovation, and community prosperity.



We will work closely with our sponsors to ensure that the press release aligns with our values and programme objectives. Our goal is to showcase the shared commitment of our sponsors to educational excellence and community engagement.

9. Frequently Asked Questions (FAQs)

In this section, we address common questions that schools may have when seeking sponsorship for the STEM On Track programme. We aim to provide clarity and guidance to schools as they navigate the sponsorship process.

Q1: What is the purpose of seeking sponsorship for STEM On Track?

A1: Seeking sponsorship serves to secure the necessary funding for the programme, ensuring that students have access to a transformative educational experience that combines hands-on learning with STEM theory. Sponsorship also fosters community engagement and support for our initiatives.

Q2: How can schools approach potential sponsors for support?

A2: We recommend schools create a compelling proposal that outlines the programme's objectives, its impact on students and the community, and the benefits of sponsorship. Schools can then reach out to potential sponsors with this proposal, emphasising shared values and a commitment to education.

Q3: What are the benefits of sponsoring STEM On Track?

A3: Sponsors receive various benefits, including branding on the karts and our website, recognition in press releases, and a platform to share their perspectives through a sponsor press release. Sponsorship also provides opportunities for community engagement and the potential to shape the next generation of STEM leaders.

Q4: Are there specific sponsorship tiers or levels available?

A4: We provide 3 possible sponsorship tiers with corresponding benefits. These tiers allow sponsors to choose the level of involvement that aligns with their goals and capacity to support the programme. However these are only a guide on how to propose sponsorship. We encourage you to create your own sponsorship packages, that can be tailored to your school and your sponsors needs.

Q5: What is the expected commitment from schools when seeking sponsorship?

A5: Schools seeking sponsorship are expected to prepare a comprehensive proposal, represent the programme's objectives, and maintain positive sponsor relationships. It's essential to demonstrate the shared values and commitment to the success of STEM On Track.

Q6: How can schools showcase the impact of sponsorship on their community and students?

A6: Schools can communicate the impact of sponsorship through programme updates, student success stories, and participation in programme events. Providing sponsors with feedback on their contributions and the programme's achievements also showcases the positive outcomes of their support.



We're here to assist schools in their sponsorship endeavours, providing guidance and support as they seek partnerships that will benefit both their students and the STEM On Track programme.

10. Contact Information

If you have any inquiries, need further information, or require support in your sponsorship efforts for STEM On Track, please feel free to contact us.

We are here to assist and support you in your journey to secure partnerships that will empower your students and community while enriching the educational experience. Please don't hesitate to reach out, and our team will be delighted to help you every step of the way. Together, we can inspire and nurture the next generation of STEM leaders.

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