

# Top Reasons for Sponsorship



We often hear the phrase “return on investment” when it comes to sponsorship of a Sparrow Project—even though most of our businesses do not donate just for that reason. It is a wonderful cause-related marketing venue and could easily be justified as an advertising expense as well as a corporate donation. Quite simply, a Sparrow Project sponsorship is great business!

There are several reasons why we can say this:

**Branding:** your corporate logo is placed on the Sparrow Check service vouchers—associating your business with the heroic efforts of many kids serving hundreds of hours in your community. Through a Sparrow Project, when one child is helped a whole community is helped--and kids lives' and their culture is changed.

**Networking:** your business website is linked to your adopted Sparrow's webpage on our website. Anyone browsing your Sparrow Project can click-through to your corporate website to learn more about their business sponsor.

**Advertising:** your business is recognized at school assemblies, service projects, and annual Sparrow Club events as well as mentioned in the media and public service announcements.

**Community Relations:** a minimum of 256 hours of heartfelt community service is leveraged by your donation. In a very grassroots way, parents in your community are grateful for investment into the lives of their kids by challenging them with your Sparrow Cash sponsorship.

**Employee Relations:** your staff members are invited to attend the Sparrow Adoption Assembly and/or get closely involved with the project—which greatly uplifts their morale. Your employees are encouraged to help stage community service projects and volunteer with the club.

**Project Presentation:** students commit to thanking and recognizing their sponsors at the end of their Sparrow Project. Business personnel are invited to observe and/or participate in all assemblies and events.

sparrowclubs<sup>USA</sup>

helping kids help kids in medical need

