

Rotary Lobster Fest Sponsor Process

Our goal is to gain Sponsor Support for the Lobster Fest Fundraiser, this and the Auction are the sources of net revenue from this event, naturally success in both areas is critical.

Net revenues of the event will be divided among the clubs based on the gross amount raised, so each clubs success will be rewarded proportionally.

Sponsor Solicitation will be coordinated to insure we properly approach organizations for support, and do not have multiple members asking. Requests based on personal relationships between Rotarians and representatives of the donor organization are very effective, and will be respected in solicitations.

The general process:

1) Each clubs asks their members for potential sponsors and forwards those names to the club chair prior to any contact. The club chairs keep a spreadsheet including sponsor information from all clubs. If there is no overlap with another potential contact, the Rotarian should make the Sponsor contact with the attached materials.

2) Results should be reported to the club chair, with the Sponsor Form completed.

If the Sponsor will cut a check immediately, accept that and all information will be entered into the auction software, and thank you letter will be sent.

If the Sponsor gives a verbal commitment, provide the completed Sponsor form to the club chair and an invoice will be generated and sent to the donor. A thank you will be generated when funds are received.

3) Communication on Sponsor benefits will be handled through the soliciting Rotarian or club chair if preferred.

4) Event communication be come from our of the event management system.

5) Post event wrap up communication will come from event management system.

Forward questions to your club chairs.

Let's make this first combined event a great success!

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