

Fundraising/Sponsorship Ideas

Ontario Historica Fairs Program

Sources of Funding

- Monetary donations from businesses/foundations/societies/clubs
- Fund-raising events
- In-kind donations from businesses, local museums, faculty of Education and local school boards

A timeline like the sample below will focus the committee's fundraising efforts.

Sample Timeline

September/October - List of possible sponsors generated and initial sponsorship package developed

October/November – Initial phone calls and first letters sent out to potential sponsors

October to December - meetings with Local School Boards, Faculties of Education, Foundations and Businesses re sponsorship

January - May - follow-up with potential sponsors

Fundraising Tips

In-kind sponsorship of facilities, equipment, goods and services are as important and easier to obtain than monetary funds

Use your committee's connections. For example, have someone who works for the Board of Education or belongs to the same service club canvas those potential sponsors

Have a plan in place for the use of the funds you are seeking; make sure you can tell potential sponsors of the benefits for them

An initial phone call often gets better results than just a letter

Follow-up on letter requests. Often they will be put aside and forgotten unless someone follows up with a phone call.

If you are looking for sponsorship from Foundations, start early and check out the rules and timelines for proposals. Preparing for submissions to Foundations is time-consuming

and late entries will not be accepted. Read the rules carefully as they may contain conditions for sponsorship that you may or may not be willing to accept.

Fund-raising is not just the responsibility of a sub-committee. Everyone needs to look for sponsors. Much of the in-kind sponsorship can be obtained by committees looking to bring in their event under budget.

Potential Sources of Sponsorship

CASH DONATIONS

- Banks
- Businesses
- Service Clubs – Rotary, Lions Club, Kinsmen
- Heritage Groups – Canadian Clubs, Historical Societies
- Sponsor prizes to the fair @ \$/project
- Donations of specific awards and trophies
- Port Authorities (\$500 or less)
- Local Teachers Union
- Principals Associations
- Publishing Companies
- Parent Councils

FUNDRAISING EVENTS

- Auction
- Raffles
- Canteen at Fair
- T-shirt sale
- Silent Auction

IN-KIND

- Venue for Fair
- Tables and Chairs
- Decorations
- Prizes
- Parking
- Heritage Workshops
- Busing
- Signage
- Food
- Recognition Items
- Free Media Advertising
- Photography Companies
- Display of Projects at Sponsor's Site

Recognition of Sponsors

- Acknowledgement on programs, advertisements, brochures
- Acknowledgement at Fair – signage, award ceremonies, award names, award presenters, judges
- Thank you letters
- Scrapbook of Fair – pictures of sponsor logos, personel, award winners, publicity
- Plaques of recognition
- Invitations to special events/award ceremonies, etc.



Anywhere Ontario Historica Fair

Address

Phone #

email

Date, 2005

Dear _____,

The local organizing committee of the Anywhere Ontario Historica Fair sincerely hopes that you will become a community partner for our event which will be held at NAME OF VENUE on DATES OF YOUR FAIR.

The Anywhere Ontario Fair will bring together students in grades 4 – 9 from local schools to showcase the projects they produced to showcase the history, geography, and heritage of our community, province and country.

HISTORICA is the national sponsor of the constantly growing fairs program that stretches from coast to coast to coast. Last year there were over 100 fairs held in Canada involving approximately 500 000 school children. To learn more about HISTORICA and the Fairs program you can visit its website at www.histori.ca .

The Anywhere Fair began in 2003 (or This is the first year of the Anywhere Ontario Fair) and this year we hope to involve _____ students from _____ schools. While at the fair, the students will be interviewed by community judges who will adjudicate the event and provide feedback for future projects. They will also have the opportunity to (provide detail of what other activities the students will do). The public will be invited to visit the Fair _____.

The organizing committee for the Anywhere Ontario Fair is committed to showcasing the local region and making the Fair a truly community event. We need the support of community partners such as your (bank, museum, group) to provide this wonderful opportunity for our students. Please look over the funding package and feel free to phone if you have any questions. We look forward to a positive response from your (group/business) as a community sponsor of this exciting event. Be assured that all gifts both big and small will be appreciated and recognized.

Sincerely,

Coordinator or Chair of the Organizing Committee,
Anywhere Ontario Fair

Sponsorship Package – Anywhere Ontario

Sponsorship can be either the donation of money or in-kind supplies and services. The Anywhere Ontario Historical Fair Committee is looking for both kinds of sponsorship and will welcome and recognize both.

If you decide to sponsor our event you can determine how your money or goods/services will be used. You can become an overall sponsor and funds donated will be used by the Fair committee in an area that will ensure the success of the Fair or you can become an event sponsor and your funds or in-kind donation will be used to provide for a specific aspect of the fair.

Examples of funds, materials, and services needed are:

- **Busing for field trips to Historic Local Sites during the Fair**
- **Cultural Entertainment provided for the Opening Ceremonies of the fair**
- **Decorations for the Opening or Closing Ceremonies**
- **Materials and Honorariums for workshop leaders of Heritage Workshops provided for the participants**
- **Receptions for Opening/Closing Ceremonies**
- **Media advertisements**
- **Tables, chairs, decorations, for Fair Showcase**
- **Cell phones, two-way radios for communication throughout the Fair**
- **T-shirts, medals, special recognition gifts for participants**
- **Prizes for Special Projects at the Fair**

Recognition for Sponsors will be provided in signage at the Fair and sponsors will be invited to attend the Opening and Closing Ceremonies of the Fair where they will be publicly recognized as a sponsor.

For more information please contact the (coordinator/chair) of the Fair. One of our committee members would welcome the opportunity to meet with you at your convenience to discuss our event and answer any questions you might have.

Contact (s)

Name

Phone #

Email