

Sample Phone Call to a Business

...phone ringing...

Hello, is this [contact name]?

Great, my name is [your name]. I'm hoping to speak with you briefly about Boilermaker Aquatics, a local swim club here in West Lafayette. Are you familiar with it?

If yes:

- *Yes! [My child/Athlete's name] has been participating for a while now and is really enjoying it. It's a great challenge and it's pushing them to grow and build skills in and out of the pool. That's why I'm calling today. I'm hoping you'd be interested in supporting Boilermaker Aquatics as a sponsor this season.*

If no:

- *Ok. Boilermaker Aquatics is a competitive youth swim team with a focus on athletic and leadership development in and out of the pool. Annually it has about 200 athletes ranging from beginners to Olympic Trials qualifiers, and we're growing and improving every year! I'm calling today because I'd like to discuss ways that [Business name] could support Boilermaker Aquatics and the athletes and families it serves.*

There are several different sponsorship options, all of which would put your business information out in front of hundreds of local, active families on a regular basis. We even host meets four times a year that attract thousands of athletes from all over the state.

Would it be ok if I sent you some information? What's a good email to send the information to?

- **You can send them the PDF sponsorship packet, which outlines all the offerings and includes a Sponsorship Form.**

Great! Could I follow up with you in a day or two after you've had time to look over the information?

Looking forward to speaking with you again!

Follow up is key! Make sure to call back and ask if they have any questions, or if they need additional information to make a decision. It's ok if it takes a few tries!