

Steps for Attaining Business Sponsorships Through In-Person Meeting

1. Contact a Business

Send an email or call a local businesses or organizations, like a wealth management company, to set up a meeting (Corporate businesses like Staples, Target, and Walmart require a much longer process to receive a sponsorship so do not contact them). Let the local business know that you are part of your high school's FBLA chapter and are hoping to set up a meeting to help spread and connect FBLA with local businesses.

2. Arrive at the Meeting

*Make sure to be at least 15 minutes early to your scheduled meeting in **complete business attire**. Yes, you will stand out, but that will only help your cause when asking for a sponsorship. Make sure to bring along any materials you think will help your cause such as some examples of what you have done in your event.*

3. Introduction

Once you are called in for your meeting, make sure to be confident when speaking with the business representative and initiate a strong handshake when introducing yourself.

4. During the Meeting – Part 1: Describing FBLA

Start your meeting by introducing what FBLA is in a broad context (ex. the largest CTSO in the nation with 250,000 members) and what it strives to achieve in students. Then describe the impact it has had on you personally.

5. During the Meeting – Part 2: Connection with Community

Then bring up why you have come to talk with this business. Describe the events you have participated in this year and what you have placed and qualified for state in. Using this, initiate the ask by stating your request for a sponsorship to the State Business Leadership Conference in Bellevue. FBLA wants to grow our presence in the community, so by speaking with business professionals it will help grow.

6. During the Meeting – Part 3: Completing the Ask

Most of the time, when a meeting has been set up and a meaningful conversation has taken place, the business will be more than willing to sponsor a part of your trip to SBLC. So, if they are willing to sponsor you on the spot, follow the directions on the sponsorship form to receive the money or have them send the check to your chapter. FBLA students that have carried out this sponsorship method have received amounts from \$25 all the way up to \$500. So be confident!

7. Completion

Congratulations! You have attained a sponsorship. When leaving, thank the representative for their support and stay in contact with them during and after SBLC to let them know how you have done because they might be willing to sponsor you again to Nationals!