



FUNDRAISING  
&  
SPONSORSHIP  
PACKET

International Modeling & Talent Association  
6900 East Camelback Road, Ste 1005  
Scottsdale, AZ 85251

Dear IMTA Contestant,

*Welcome to the ultimate event, IMTA!!* We have put a fund-raising packet together to assist you with a few ideas to raise money for your trip to the convention. The ideas in this packet are just a few ways to generate money and have fun at the same time. Of course, there are other ways to raise money; we hope these suggestions will spark other ideas.

It is important to note that nothing happens without hard work. In order for these ideas or any other ideas to be successful, you must implement them! Effort and determination will produce results! Get others involved and see the results grow!

These fundraisers and sponsorship ideas work. They have proven track records. If you have the determination and the time, you can make your dreams come true. Simply picture yourself at the iPOP! Convention and all the wonderful things that are going to happen to you.

We are not going to pretend it is easy, but we know you can do it. Don't give up and don't get discouraged. Just move on and keep going.

If you have other ideas, share them and your success stories with your IMTA Director and the rest of the group. We're anxious to hear about your progress!

GOOD LUCK!

# Basic Fundraising

## Things to consider when getting started

- ☆ Set reasonable goals for yourself. For example find a way to get 200 people to give you \$20.00 instead of looking for a way to raise \$4000.00
- ☆ You must start your fundraising efforts today. You can not wait until tomorrow, start today and you will reach your goals.
- ☆ Fundraising is like anything you do in life, "If you believe you can, then you can"!

## Sponsorship and Donations (just asking people for money or services)

- ☆ Who can be a sponsor-make a list
  - Doctors
  - Dentists
  - Orthodontists
  - Chiropractors
  - Realtors
  - Hairdressers
  - Nail salons
  - Tanning salons
  - Coffee shops
  - Restaurants
  - Anyone you or your family has ever done business with
  
- ☆ What should you ask for
  - Money
  - Products
  - Gift certificates
  - Unused time shares
  - Airline miles
  - Nothing at all
  
- ☆ The approach
  - IMTA sponsor packet
  - headshot and/ or model card
  - personal letter
  - IMTA brochure
  - business card

Spend some time deciding what you are going to say to each potential donor. Have a speech prepared. Approach them with energy and excitement. Get them excited.
  
- ☆ Get your sponsor packets delivered
  - Deliver all the packets you can in person. This gives you the opportunity to talk to people. Turn on the charm; try to sell them on your project.

- Mail only to those people you can not see in person
- ☆ Follow up
  - Keep a list of everyone you have asked to help
  - Anyone you do not hear back from in two weeks, follow up with them.
  - Stick with it; follow up every two weeks until you get a yes or no. On average you must touch a potential donor 3-5 times to get a donation. Perseverance will pay off.

### **Things you can do to earn money**

#### ☆ **Car wash**

- Presale tickets for 3 weeks before your event
- Have food and drinks available for purchase while people wait for their car
- Sell homemade organic dog treats ( you will sell out every time)
- Have an information table letting people know what the money is going towards. Have a glass jar with some change / dollars in it to encourage people to drop money in

#### ☆ **Garage sale**

- Spend 2 or 3 weeks gathering “junk” from neighbors, friends, relatives to sell along with your own stuff at the sale
- Have all the same food /drink items as listed above for a carwash

#### ☆ **House Parties**

- Candles
- Jewelry
- Pampered Chef
- Cookie Lee
- Selling old gold

If you have a friend who does this type of home parties talk to them about signing up under them. They can even help you with your first party. It is easy and fun.

#### ☆ **Charity Dinner**

- Where
  - House
  - Friends house
  - Boys and Girls Club
  - Masonic Hall
  - Church
  - Community center
- Food
  - Donated by friends and family. Have everyone do their favorite /special dish.
- Guests – sell tickets
  - Family
  - Friends
  - Coworkers
  - Neighbors

- Church members
- See if the local paper will print your event, Many times they will sometimes with a little write up about you.
- Happenings at the dinner
  - Silent auction
  - Live auction
  - Raffle
  - Bake sale
  - Donation/ information area
  -

Charity dinners can take a bit more planning than other ideas but the payout is worth it. Many people fund their entire trip in one evening.

☆ **Flap Jack Fund Raiser at your local Applebee Restaurant**

☆ **Lemonade stand / Bake sale**

- Location is everything
  - In your own neighborhood
  - Sporting events
  - Fairs
  - concerts
  - Anywhere there is a large gathering of people who leave an event at the same time.

You are going to need to work your stand for many weekends. We had a 7 year old girl and her dad raise \$7000.00 at the lemonade stand they built in their own neighborhood.

☆ **Build your own fundraising website @ [www.gofundme.com](http://www.gofundme.com)**

- Sample page – <http://www.gofundme.com/47ua14>

☆ **Recycling**

- Cans
- Paper
- Ink cartridges
- Cell phones
- Metal

☆ **Aerating lawns**

☆ **Dog walking**

☆ **Dog poop clean up**

☆ **Babysitting**

☆ **Look around for a need in your neighborhood. Ask yourself “what can I do for other people”?**

*“Success always comes when preparation meets opportunity.”*

*–Henry Hartman*

## **IMTA SPONSORSHIP INFORMATION**

Securing sponsors is very important for performers who are on a budget but wish to audition at the IMTA Convention. IMTA is dedicated to promoting talent who are commercially marketable: actors, singers, dancers and models who are ready for representation. Attendance at IMTA is an extraordinary opportunity that brings today's best agents and managers, leaders in the music and fashion world, to see new faces and talent who have been trained and prepared to perform by our IMTA! members.

Positive publicity always attracts attention. Write letters to your local newspaper, contact local television and radio news departments about your scholarship needs and your desire to go to New York or Los Angeles.

Remember, it often takes hard work and perseverance to convince a potential sponsor to make a contribution. Don't give up ... stay determined and focused and you will be **SUCCESSFUL** in your fund raising and you will be making your trip to New York or Los Angeles to the IMTA Convention.

### **WHO CAN BE A SPONSOR?**

Determine what companies or businesses you will visit to seek sponsorship. If you do business with certain companies, chances are they are the ones that you will want to visit. Excellent sponsors are local organizations and businesses such as:

Hair Stylists   Church Organizations Video Stores  
P.T.A   Rotary Club   Dry Cleaners  
Car Dealers   Fast Food Restaurants   Your Dentist  
Nail Salons   Your Family Doctor   Orthodontists  
Banks   Food Markets   Lions Club  
Your Insurance Agent Family Businesses   Neighbors

Remember, don't feel intimidated asking sponsors for their financial assistance. Be excited about the IMTA experience and it will be contagious. There are endless possibilities. Work with your Director, your group (other performers), family and friends to come up with ways you can find sponsorship. Teamwork can be productive and FUN!

### **WHAT DO YOU SAY TO YOUR PROSPECTIVE SPONSORS?**

Take the color brochure you will be receiving from Seattle Talent about IMTA, the letter provided by your IMTA Director and your personal letter to a prospective sponsor. Briefly explain the situation. Stress your commitment to developing a professional career in the fashion or entertainment world, your serious attitude and the fact that IMTA is offering you an opportunity to showcase your talent and learn about the business from experts.

## **WHAT AMOUNT CAN A SPONSOR PROVIDE?**

Sponsors may contribute as little as \$10 and as much as the entire trip. You can offer to work in exchange for sponsorships. Many companies may prefer to provide you with gift certificates or product. Take those items and raffle them off to your friends and family. Any business sponsoring you in the amount of \$100 or greater, will have their name appear in the IMTA Program Book.

## **IS A SPONSOR'S CONTRIBUTION TAX DEDUCTIBLE?**

Sponsors who donate \$100 or more will appear in the IMTA Program Book. For many companies this can be considered advertising and they can actually use it as a tax write-off. Please tell the company to consult their accountant regarding any write-off opportunities.

# **FUNDRAISING IDEAS**

## **Selling Products**

Selling products is a wonderful way to raise large amounts of money. People love to buy things especially if they are helping someone or it is for a good cause. There are many things you can sell – the possibilities are endless. Be creative. Think of food, posters, cookbooks, calendars, handmade and personalized greeting cards on the computer, craft items, candy and much, much more.

Plan your sales around events or holidays. For Easter you can sell all types of candy, colored eggs, jelly bean jars, etc. For Independence Day you can sell mini picnic baskets filled with goodies for the holiday weekend, decorated flag baskets etc. For Thanksgiving you can sell all kinds of home-made treats, candy, breads, cakes, center pieces, decorated napkins etc. For Christmas you can sell everything and anything. Everyone is looking for all kinds of gifts to give. Wreaths, mistletoe bunches, decorated pine cones, pictures with Santa, candy, homemade personalized ornaments, the list is endless. For Halloween you can sell decorated bags of candy corn, anything made with or decorated with pumpkins or gourds, peanuts, etc. ANY TIME OF YEAR you can sell homemade goods your family may specialize in, sourdough baskets, jellies, and all kinds of other treats.

## **Selling the Unusual**

Think of themes that tie into the meaning of your event and play them to the hilt. An Irish Setter club in Atlanta set up a booth at a dog show and sold Irish Green umbrellas to the Irish Setter owners. You can carry over the popular "I Love New York" theme to your own needs on t-shirts, sweatshirts, bumper stickers, etc... Use phrases such as "I love modeling, acting" or "On her way to New York", "Molly Jones 2013". These can be printed on everything from beach towels to rulers, key chains, pencils and pens. You can sell them as novelty items for your fund raiser.

## **Candy Sales**

Selling candy is so effective that it deserves its own heading on our fundraising packet. Candy bars already wrapped with a fund raiser seal can be purchased as Sam's clubs or through all types of wholesalers. You can sell the candy bars at school, flea markets, bazaars, fairs, ballparks, or just outside big stores... WalMart, Fred Meyer or Grocery Stores are good about participating as long as you clear it through the management first. You can earn \$40-80 in two-four hours.

## **Other Types of Sales**

Yard sales- Yard Sales can be big money makers. One man's trash is another man's treasure. Collect anything from anybody that may have been scheduled to go to Good Will or The Salvation Army. Wash it, clean it, set up lots of tables, throw on a table cloth and make everything look great. Designate one table for baked goods and one for candy bars etc. Advertise in advance. Use the newspaper or fliers.

Lots of Lunches – If you or someone helping you works with lots of people you can sell lunch items. Make a deal with the local bakery for giant cookies, a sub shop for sandwiches, or even a pizza store for pizza pockets and sell them for twice the price. You would have to take orders a day in advance. Give the order to the shop and arrange to pick them up. Collect payment in advance, keep it organized, and follow through with your commitment to deliver.

Pretty Packages – Buy small "Pretties" from the dollar store like bath soaps, little vases, porcelain trinket boxes, pewter statues, earrings, hair bows, or anything crystal etc. Wrap each item in a nicely put together package and sell them at large functions for \$5.

Especially Shiny Packages – Go to a discount store and buy bags of bows, wrapping paper, and mini boxes for cheap. Put tissue paper and a very small trinket in each box and wrap them beautifully. In One box only place a very valuable donated gift. Place all the gifts in a big decorated box or basket and sell them for \$5 each. You can also do this with the plastic two-part Easter eggs. Place a sign in front of the box that reads, "Be a good egg, sponsor me for \$5".

Balloons – At any event you are already at, sell balloons. Buy a helium balloon kit at WalMart or K-Mart. Before you inflate or tie the balloon closed put a piece of paper inside that says "Thank you for the donation". In one or two balloons put a slip of paper that says "Congratulations, you have won \_\_\_\_\_." (Dinner for two, One night's lodging, etc.) No one breaks a balloon until they are all sold. Charge \$5 each or more if the gift is more valuable.

Crafts 'N' Cash – Everyone knows someone who paints, makes dolls, bird houses, paints crafts, knits, sews, arranges silk flowers, decorates pillows, makes jewelry, decoupages, designs origami, makes paper fans, sculpts, etc... Ask them for one (or more) of their pieces (or buy them at cost if you have to) and mark them up as "Sponsor Specials" when you sell them.

These things work because people like getting something for giving something.



Whether you use these ideas or you have a few of your own, DO IT NOW!  
Pick your dates and act on it. Plan at least two events in the next four weeks.

## **Providing Services**

There are all types of services you can provide for people in order to raise funds. In many cases these are already things that people are paying for and why not help you get to the convention rather than paying someone they don't even know. ADVERTISE your service. Use fliers, door hangers, and posters. Listed below are some ideas.

**Animal Services** – Offer to walk dogs, clean cages, groom, bathe, or any other thing related with pets. Charge anywhere from \$5-15 for the “Pet Pampering”.

**Muffin/Bagel & Juice Delivery** – Some people love fresh muffins, fruit, bagels, and juice in the morning, but most don't have time to stop and get some before work. Post a flier at all of the companies in your area and let them call in and place an order. Work out a deal with the local bakery/bagel store and deliver, deliver.

**Recycle** – Ask anyone in your neighborhood to give you their aluminum cans, paper, and glass. The amount can really add up. Take it to a recycling center and make some cash.

**Maid for a Day** – You will need volunteers, the more the better. Ask them to donate a day of service. Sign up friends, neighbors, and family for dishwashing, windows, vacuuming, wall washing, cleaning appliances, mopping floors, dusting, sinks and tubs, sorting and bagging up old clothes, running errands, etc. Charge \$8-10 per hour and before you know it you can raise up to \$200 in six hours (with the help of volunteer help from your fiends).

**Make Over – Slumber Party** – You will need a location, date, donated snacks, drinks, and really great invitations with a RSVP. Everyone brings their own make-up and supplies and iPOP participants will bring the curling irons, blow driers, curlers, and cameras and film or a camcorder. Each guest pays \$20. Teach them what you know and let them do it themselves. You will want good lighting and lots of mirrors. Remove the make-up and reapply it on each girl giving them a new look. Take lots of pictures. Great music and lots of laughs. You can turn this same concept into a makeover social by doing the makeovers during the day. Decorate with flowers, dolls, pillows, scarves, baskets of jewelry, plants, lamps, etc. Do this for adults or mothers and daughters.

**Senior Citizen Volunteer Day** – You will need volunteers to help you. Go to your local senior citizen home or apartment complex and ask if you can charge the resident's sons, daughters, spouses, grandchildren, etc. \$10 or more to come for a day and take them for walks, curl their hair, paint nails, play a game of checkers or cards etc. You should advertise by placing your posters in the hall at the nurse's stations. Have a sign up sheet with all the different services you can provide and post them on the weekends. That is when family members are most like to visit and see your poster. Besides you may meet someone who could change your life forever.

Model for your Money - Ask local clothing stores in exchange for sponsorship to pass out fliers or coupons for them in the mall while wearing their outfits. If they don't want to sponsor money, they can donate an outfit for you to wear at the convention and be listed in the program book. Bridal stores can donate a cocktail dress for the Awards Banquet.

What are you good at? – Give music lessons, dance lessons, horseback riding, swimming, or you can be a math or English tutor. Provide your services such as typing or organizing.

IMTA Night – Ask a business to sponsor you (bowling alley, salons, restaurants, etc.) by dedicating a night to your pursuit of fundraising. Roam the area with your donation jar and answer questions about IMTA. Be very excited and friendly. You can also sell drawing tickets, balloons, boxes etc. to raise additional money.

Pet Shows – Great for younger kids. You will need prizes, advertising, sign up sheets, a location, judges, a date, and award categories. Each contestant will pay \$5-10 to register his/her pet (dog, cat, bird, snake, hamster, etc.).

Color-a-thon – Again great for children. Make Xerox copies of pictures to be colored for age appropriate groups. You will need prizes, sign up sheets, judges, and snacks. Don't forget to advertise. Have each contestant pay \$5-10 to register for the contest. Award categories can include, "First to complete", "Most Vivid", "Best to Stay in the lines", etc. Recruit family and friends to get contestants. Make reminder calls to those attending. Get your prizes donated first so you can advertise them.

Root Beer Chugging Contest – Great for younger kids. You need dads to do the chugging. Advertise your prize, use sign up sheets, have a location, and date. Charge each dad \$10 to be in the contest and award the winner with an official certificate. Do it in a back yard and have a BBQ.

Jelly Bean Guessing Jar – Charge \$2 per entry. Make sure you have entry forms, a big jar of jelly beans, prizes, a deadline, and a date you will announce the winner. Have friends or family members take the jar to work or place 5 or so jars in various locations.

Mother's Day Off or Parent's Night Out – Round up adult/teen volunteers (One for every three little people). You will need toys, or a play station. Make your own snack table and plan events appropriate to the time of year or weather. Charge parents \$25 for the whole day or night and charge family rates like \$5 for each additional child. Have the children come prepared with a change of clothes, sleeping bag, etc. Advertise through friends and family, at church, and anywhere else you can think of. This can be a \$200-300 event.

Heavy Housework/ Yardwork – Ask your friends to donate their brawn. Get neighbors, friends, family, etc. to give you their heavy household duties for the day – Moving furniture, attic cleaning, deck painting, window washing, gutter cleaning, hedge trimming, leaf raking, or anything else you can think of. Charge \$8-10 per hour. Your friends donate their time to you and you can surprise them with a thank you gift.

Car Washes and Waxes – Get volunteers, a location, date, and charge per wash. Make big signs so people know what is going on.

Silent Auction – This event is excellent and can make a great deal of money. Have the hall and many items to be auctioned donated. Get gift certificates, hand made items, crafted jewelry and clothing. The sky is the limit.

Mini Carnival – Get a caricature artist, create a midway of games, face painting, makeovers etc. Have a swimming pool, fish pond, popcorn sales and pony rides.

Dinners, Breakfast, Pig Roasts and BBQs – Get stores to donate all of the items (Food, pop, etc.) Churches and community centers can donate the hall or building. Have caterers and let them donate their time to prepare the food. Get together with the other contestants and make it a dinner show. This can include dancing, singing, a fashion show, etc. Get your local newspaper to donate free advertising space.

## **SPONSORSHIP CALLS**

### HAVING THE RIGHT ATTITUDE

PRIOR TO MAKING ANY SPONSORSHIP CALLS, YOU HAVE TO GET YOURSELF INTO THE RIGHT ATTITUDE AND MINDSET

Role play so you are confident of what to say on the phone. (Role play with a friend or relative). Make sure you are feeling positive prior to making any call.

Remember you are fund raising and a successful fundraiser gets people to say yes to them. Try to phrase your statements or ask questions that will make your sponsor say yes.

Remember that you are a talent and people like talent. People love the idea of being able to help someone get their start. They are not just giving you money, they are getting something out of helping you. It fulfills some need in them and when you make your first national commercial or get that prime time role, they can say they helped you get your start... and believe it – they'll be as proud as if they had won the role themselves.

Right now you are asking for a few thousand dollars. Think of this as a contract. Imagine being in the position to negotiate for the BIG bucks, feels pretty powerful right? Well all you are doing is asking people to believe in your dream. Just ask. The worst they can do is say "no".

Remember, you are a professional and modeling, acting, singing, or dancing is your business. You are asking for money to start your business.

**YOU HAVE TO BELIEVE IN YOURSELF!**

# SPONSOR RECEIPT FORM

Sponsor a model/talent for the IMTA Convention.

Help a model, actor, singer, or dancer to achieve his/her highest goal by participating in the model/talent competitions New York or Los Angeles. Top international agents from around the world will be there scouting for new talent to join their agencies. Many of the people now represented by top agencies have been selected from conventions like IMTA.

YES, I WILL SPONSOR A MODEL/ACTOR/SINGER/DANCER FOR \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY, STATE, ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

SPONSOR SIGNATURE \_\_\_\_\_

STUDENT SIGNATURE \_\_\_\_\_

This is a great source of advertisement for your company, and remember to check with your accountant – This is probable tax deductible.

## **Additional Resources**

The library is a wonderful place to look for additional fund raising and/or sponsor books. We have listed just a few you may want to check out.

For Fun and Funds, Carole DeSoto  
Creative fund raising ideas for your organization

Money Makers, Albert Macko, G.S. & Whitcomb  
A systematic approach to special event fund raising.

The Grassroots Fund Raising Book, J. Floanagan

The Complete Fund Raising Guide, H.R. Mirk

Guide to Student Fundraising, C. Malfor

The 13 Most Common Fund Raising Mistakes & How to Avoid Them,  
Schneiter & Nelson

Better Than a Lemonade Stand, Daryl Bernstein  
Small business ideas for kids