

## Limited Budget Options

### Ways to hire Deb if you're working with a limited budget

#### #1 FIND A SPONSOR

Look for local companies with members who could benefit from hearing Deb speak, or a service industry that would like to bring their company message to your targeted audience. For instance, ask a local bank, hospital, real estate company, or private company to sponsor Deb's Presentation

Develop a list of sponsor benefits. Some might include:

- Company Name printed on Announcement of Flyer
- Inclusion in all related publicity
- Speak about your company and introduce Deb DiSandro at the event.
- Create a Sign or Poster to display at event.
- Set up a display at the event to showcase products or services
- Give brochures, and/or products to audience members
- Bring members of your organizations as guests to the event

*Sample Letter for Potential Sponsors*

Dear \_\_\_\_\_

*I am writing to see if you and (name of company) would be interested in sponsoring a presentation for the members of the (name of the organization). We would like to invite Deb DiSandro, syndicated columnist, author and professional speaker to present a program at our upcoming event. She brings a unique brand of humor and inspiration to audiences throughout the U.S. (bio attached).*

*The program will be held on (date) at \_\_\_\_\_*

*Your generous sponsorship would be highlighted in announcements and any related publicity. In addition, you may*

*\*Create a Sign or Poster to display at event.*

*\*Speak about your company and introduce Deb DiSandro at the event.*

*\*Set up a display at the event to showcase products or services*

*\*Give brochures, and/or products to audience members*

*\*Attend the event as our guest, along with members of your company so that we can thank you personally.*

*The members of (name of your organization) would benefit tremendously from your generosity. The cost to sponsor the program would be (\$ ). Please let me know if I can send you any additional information. I would enjoy speaking with you by phone at your convenience.*

*My phone number is \_\_\_\_\_. I look forward to hearing from you. Thank you for your consideration.*

*Sincerely,*

#### #2 COMBINE LIKE ORGANIZATIONS

If you are part of a larger organization, have surrounding chapters come together for a special event and charge a reasonable price per person to pay the speaker fee. Give Deb a call. She can help you brainstorm and create a unique program highlighting your organization's goals and mission statement.

#### #3 HOST A FUNDRAISER

Hosting a fundraiser for your church, school or group is another way to pay for a speaker. Select a ticket price that will enable your organization to keep 50% or more of the profits. Call Deb to discuss the different options.