

# STEM ON TRACK SPONSORS

# INTRODUCTION

Getting your team on track isn't just about building a kart, it's about building connections. This guide is here to help your team find the right partners to back your journey. Whether it's a local business, a charity, or someone's aunt who owns a print shop, sponsorship can make your project bigger, better, and way more fun.

We've kept it simple, with tips, templates, and ideas to help you reach out, pitch your story, and bring in the support you need. Think of it as your playbook for turning ambition into action and making some real-world wins along the way.

## WANT SOME HELP?

Email: [support@espireeducation.co.uk](mailto:support@espireeducation.co.uk)

# WHY

Seek sponsorship?

Sponsorship is a win-win. Your team gets the funding and backing to take STEM On Track to the next level, and your sponsors get valuable exposure, community recognition, and the feel-good factor of helping young people succeed.

It's more than just money, it's a chance to build real connections with local businesses, charities, and supporters who believe in what you're doing. From their logo on your kart or team wear, to shout-outs on social media and event days, sponsors become part of your journey and share in your wins.

For your team, the process of securing sponsorship is a hands-on learning experience in communication, pitching, and project management. For sponsors, it's a chance to give back, show their commitment to the community, and inspire the next generation.



# APPROACHING

## Sponsors

Getting sponsors on board is all about telling your team's story and finding people who want to be part of it. Here's how to give yourself the best shot.

### 1. Get your team out there

Before you start asking for support, let your community know you're taking part in STEM On Track. The people most likely to back you are often already connected to your school or local area. Use the photos, videos, and social posts in your Launch Pack (or make your own) to show off your team and why this programme matters to you. Keep it personal, introduce your drivers, designers, and engineers. Share your goals and your journey.

A great way to kick things off is with an open letter to your community. Tell them what you're doing, why you're doing it, and how they can help. We've included a guide and ready-to-go post in your Launch Pack. Ask your teacher to share it on your school's website or socials.

### 2. Know who to approach

Do a bit of digging to find people or organisations whose values match what you're doing. Think about:

- Businesses already linked to your school – maybe they've sponsored sports teams or events before.
- Companies connected to parents – if someone's mum, dad, or carer works there, they might have a personal reason to help.
- Suppliers already working with your school – especially those in STEM or education.
- Local charities – particularly those with a focus on education or young people.
- Local government – some councils have funding for community or STEM projects.
- STEM grants – organisations like The Royal Society of Chemistry, The Institute of Physics, and UKRI regularly fund STEM projects.

### 3. Cast your net wide

The more people you reach out to, the better your chances of finding the right fit. Some sponsors can give money, others might help with resources, expertise, or promotion, all of which make a difference.

### 4. Prepare a clear proposal

Keep your pitch short, sharp, and exciting. Explain what STEM On Track is, why it matters, and how their support will make a real difference to your team. Make sure you highlight the benefits for them too. Click on the button below to find your very own Proposal Template

[Download Proposal](#)

### 5 Personalise your approach

Don't send the same message to everyone. Use their name, mention something you know about them, and connect it to why you'd love them to be part of your journey. Show them you've done your homework and that their support would mean something special.

### 6. Use your network

Start with the people already around you; parents, friends, local charities, businesses who've helped your school before. Personal connections go a long way. An easy first step is to write an open letter asking for support, then work with your school's marketing lead to share it on social media and the school website.

### 7. Communicate clearly

When you reach out, get to the point. Tell them who you are, what you're doing, and why you're contacting them. Be friendly, keep it simple, and let your enthusiasm for the programme shine through.

### 8. Follow up & Say Thank You!

Don't be afraid to check back in if you haven't heard anything. A polite reminder shows you're serious and keeps your team fresh in their mind. Whether they say yes, no, or maybe, always thank them for their time. Good relationships matter, even if they can't help now, they might be ready next season.

# WHO

To approach

Identifying the right individuals to approach within a company is crucial for securing sponsorship. The key contacts may vary depending on the size and structure of the business. Here are some potential targets and examples of who to reach out to, tailored to different company sizes:

## 1. Smaller/Local Businesses

For smaller, local businesses, decision-making is often centralised. Reaching out to high-level individuals can be more effective:

- **Founders or CEOs:** The founder or CEO of a local company may have a strong personal investment in community engagement and educational support. They can often make quick decisions and may be enthusiastic about supporting local schools.
- **Managing Directors:** The Managing Director or General Manager may be interested in supporting local schools and community projects. They can be influential in deciding where the company allocates its resources.
- **Chief Operating Officers (COOs):** The COO oversees the operational aspects of the business and may see the value in community partnerships and sponsorships. They might be looking for ways to enhance the company's local presence and reputation.

## 2. Larger/National or Multi-National (MNCs) Businesses

In larger companies, responsibilities are often more specialised, and it may be more effective to target specific departments:

- **Human Resources (HR):** The HR Manager or Talent Acquisition Specialist may be interested in sponsoring educational programmes to enhance the company's reputation as an employer that supports community and educational initiatives. They might see this as a way to attract future talent.
- **Corporate Social Responsibility (CSR):** The Head of CSR or Sustainability Officer focuses on the company's community involvement and social impact. They are key advocates for supporting educational programmes and may have dedicated budgets for such initiatives.
- **Marketing Managers:** The Marketing Manager or Brand Manager might see sponsorship as an opportunity to enhance the company's visibility and reputation within the community. They often look for events and programmes that align with the company's brand values.
- **Community Relations Officers:** Some companies have dedicated Community Relations or Public Affairs Officers who handle partnerships and sponsorships related to community engagement. They are responsible for building and maintaining relationships with local organisations and schools.

# HOW

## To approach potential sponsors

Reaching out to potential sponsors effectively is essential, especially for school students who may not have access to professional networking platforms like LinkedIn.

Here are some accessible and practical methods:

### 1. Email

To find the email addresses of potential sponsors, students can:

- Look on the company's website, usually under "Contact Us" or "About Us" sections. Sometimes there are dedicated pages for media or community inquiries.

- Use search engines by typing the individual's name along with the company name and the word "email." For example, "John Doe XYZ Company email."
- Ask for assistance from teachers or older students to search on LinkedIn and professional directories. LinkedIn often lists contact details, but you might need help from someone with a LinkedIn account.

Example: Draft a polite and concise email introducing yourself, your school, and the STEM On Track programme. Clearly state the purpose of your request and how the sponsorship will benefit both the programme and the sponsor. Use the school's official email account for credibility

**EMAIL TEMPLATE:**

Subject: Sponsorship Opportunity with [School Name]'s STEM On Track Programme

Dear [Recipient's Name],

My name is [Your Name], and I am a student at [School Name]. We are participating in an exciting educational programme called STEM On Track and are seeking sponsorship to help make this initiative a success.

[Briefly explain the programme and its benefits.] We believe that [Company Name] would be a great partner for this programme due to [mention any relevant connection or shared values].

Your support would be invaluable in providing us with the resources we need to excel. We have attached a proposal document that includes more detailed information about STEM On Track and our team. Thank you for considering this opportunity. We would be happy to discuss this further at your convenience.

Yours sincerely,

[Your Name]

[Teachers Contact Information]



## 2. Phone

Sometimes the quickest way to connect with a sponsor is to just give them a call.

- Find the right number — usually on the company's website under "Contact Us."
- Call the main office and ask to be put through to the right person (HR, CSR, Marketing, or Community Engagement).
- Have a short script ready so you sound confident and clear.

### EXAMPLE:

"Hi, my name is [Your Name] and I'm part of [School Name]'s STEM On Track team. We're looking for local businesses to support our project and would love to speak to someone in your [HR/CSR/Marketing] department. Could you point me in the right direction?"

## 3. Letter

A letter can be a great way to make a professional first impression.

- Find the company's mailing address on their website.
- Use your school's letterhead, it adds credibility.
- Keep it polite, short, and to the point.
- You can post it or even deliver it in person.

We've included a letter template in the next section that you can personalise.

**TEMPLATE:**

[School Letterhead]

[Date]

[Recipient's Name]

[Company Name]

[Company Address]

Dear [Recipient's Name],

My name is [Your Name], and I am a student at [School Name]. I am writing to introduce you to an exciting educational initiative we are involved in, called STEM On Track.

[Briefly explain the programme and its benefits.]

We would be thrilled to partner with [Company Name] to help bring this programme to life. Your support would play a crucial role in providing us with the necessary resources to achieve our goals.


I have enclosed additional information about the programme and the sponsorship opportunities available through our proposal document. We hope to discuss this further and explore how we can work together.

Thank you for your time and consideration.

Yours sincerely,

[Your Name]

[Contact Information]



Building Sponsor

# RELATIONSHIPS

Getting a sponsor is just the start, keeping them is the real win. Strong relationships mean long-term support, more opportunities, and a bigger impact for your team.

## Why it matters:

- Sustainability: A happy sponsor is more likely to stick around.
- Advocacy: They might tell others about your team, which could lead to even more opportunities.
- Shared values: Working with people who believe in what you're doing makes everything more meaningful.

## How to keep them on board:

- Keep them updated with progress, wins, and upcoming events.
- Thank them often — shoutouts on social media, event mentions, or a simple email go a long way.
- Invite them to get involved in events or even have a go at part of the kart build.
- Ask for their feedback, especially during big moments like designing your graphics kit.
- Share behind-the-scenes content so they feel part of the team.
- Give their brand visibility at events — on your kart, signage, or kit.

## 1. Promoting Your Sponsors

Saying “thank you” is good. Showing “thank you” is better. Here’s how your team can give sponsors the recognition they deserve:

- On your kart: Their logo in pride of place, so it’s seen at races, test days, and events.
- On your socials: Dedicated posts with their logo, a short write-up, and a link to their site.
- In the press: Encourage sponsors to write a short press release announcing the partnership.

We’ve included some tips below on what to include



Press release tips for sponsors:

- Start with who they are and their excitement to support your team.
- Share why they chose to get involved and how it connects to their values.
- Explain the impact they hope to have on your programme and community.
- End with a statement about their commitment to education and innovation.

# CONTACT US

Got a question? Need a bit of extra info? Or want a hand with your sponsorship plans? We're here to help. Whether it's advice, ideas, or a quick chat to point you in the right direction, our team's just a call or email away.

**Email:**

James, Adam and Ipek (Programme Co-ordinator) are now accessible via our shared inbox:

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We look forward to seeing you on track and wish you the very best in your STEM On Track sponsorship journey.