

**BOB BIGELOW**  
**Youth Sports Reform Advocate**  
52 Jefferson Road  
Winchester, MA 01890  
(781) 729-6134; [bob-bigelow@comcast.net](mailto:bob-bigelow@comcast.net)  
[www.bob-bigelow.com](http://www.bob-bigelow.com)

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**TO:** Potential Sponsors

**FROM:** Bob Bigelow

Just about every time I contact a potential sponsor in a community where I'd like to speak, those individuals do not have the unilateral responsibility (or privilege) to make the financial and logistical decision to invite me.

Oftentimes, this individual must approach a board of advisors and/or other organization(s) within their community to seek (additional) funding and support.

To help these individuals with the "selling" of my talk within their communities/schools, I have enclosed a generic letter outlining some of the talk's features and benefits that can be sent to potential sponsors.

Feel free to add/delete/edit this letter depending on your own community's needs and potential sponsor. I hope this helps.

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**TO:** Sponsors of Talks

**FROM:** Bob Bigelow

When I schedule my talks on youth sports, I am frequently asked the preferred methods to proceed with "marketing" my presentation throughout the local community. The following is a list of methods that have been used.

It is important to note-especially with print/electronic media-that you start at least 3 to 4 weeks prior to the scheduled speaking date. This will allow those potentially interested in attending to get the date on their calendars.

**MEDIA**

- ✦ **NEWSPAPERS** - Public Service Announcements (PSA)
  - Local/community Weeklies/Dailies-Sports/Community Section
  - Regional Weeklies/Dailies-Local/Community Section/ "Things to do".
  - "Community Calendar"/Sports
  - Metropolitan Dailies; Regional or Local Sections, Sports or Community Calendars
- ◆ Local Cable Access TV- Public Service Announcements
- ◆ Local Radio
- ◆ E-Mail; Local Websites

**OTHER**

- ◆ Fliers sent home with school children to parents
- ◆ Fliers sent to families with children signed up for youth sports activities
- ◆ School and Sport Organization Newsletters
- ◆ Posters and/or Fliers Displayed on:
  - School Bulletin Boards/web-sites
  - City/Town Halls
  - Park/Recreation Facilities/web-sites
  - Gymnasiums/Field Bulletin Boards
  - Downtown Merchants
  - Local Public Transportation Stops
  - Fraternal/Civic Clubs and Halls

Like any promotion of product or service, you want to get the information to where potentially interested people will see it. Good luck.

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