

## Understanding Sponsorship

1. **Describe the T.T.T. program of Sponsorship.** The T.T.T. Sponsorship program is a blend of sponsors and donor gifts. Sponsors are given the opportunity to interact with all of you in return for their financial support. Donors request nothing in return for their financial support and often prefer to remain anonymous.
2. **How are Sponsorships different from Donations?**

**Sponsorships** are a marketing contract in which one party gives financial support in exchange for interaction with the members of the other party. For example, a cosmetic company supports a television network in exchange for being seen by the network viewers.

A **Donation** is a gift from an individual or foundation to support a service or product with no expectation of receiving anything in return.
3. **What was the purpose of the Sponsorship survey and how will the information be used?** The survey results provide information about T.T.T. members and supporters that may be attractive to sponsors. For example, 84% of the survey respondents travel up to 4 times a year. A travel company may be interested in this information and may consider offering a sponsorship to T.T.T.
4. **Who will benefit from the Sponsorship funds?** The Sponsorship program launched by the National Executive Board is intended to benefit T.T.T. camping from non-member, corporate sources to offset the cost of the Project at the national level. Sponsorship funds will not be given to chapters directly, but will benefit the entire Camping for Girls Project.
5. **How will chapters benefit from Sponsorship funds?** Chapters will benefit when the overall cost of camp fees are supported by funds beyond chapter gifts and member dues. This is a process and will not happen immediately.
6. **Where will the money go?** Funds from sponsorships will be deposited into the Project fund which pays for all camp fees.
7. **Can Chapters have sponsors?** Yes, chapters can obtain sponsors for their expenses in the local area.
8. **Will T.T.T. have to pay taxes on the money from Sponsorships?** National T.T.T. Society and all its chapters are classified by the IRS as 501(c)3 tax exempt organizations. Depending on the amount of the Sponsorship funds and the value returned to the sponsor, T.T.T. may have to pay taxes on the funds as an Unintended Business Income Tax (UBIT). Sponsorships can be designed to avoid this tax.
9. **Will the T.T.T. tax-exempt status be affected?** The 501(c)3 status of T.T.T. is not jeopardized by obtaining Sponsorship funding.
10. **Are there other ways that the Sponsorship program will benefit T.T.T.?** The Sponsorship program will provide funding to achieve the goals of the Strategic Plan which include marketing T.T.T. and increasing membership. Given a successful Sponsorship effort, the possibilities are endless.
11. **How will all this happen?** There are opportunities to be involved in advancing the Sponsorship program for T.T.T. We have assembled materials and strategies for connecting with sponsors. The team welcomes members who would like to share the sponsorship development effort. Contact a team member or the National Office to join the sponsor effort.

Do you know someone in a prospective sponsor company or a potential donor who should be contacted? Please contact the National Office with the information and it will be delivered to the right person.