



Finding and approaching sponsors for your Language Café: notes for guidance

Sponsors have agendas, make sure you make one for them. They will need to know what they will be getting out of the money, contribution they will be offering. Mostly they are looking for a new clientele (commercial sponsors) but some just look for good reputation (public minded sponsors).

Need to decide from the beginning what you need sponsorship for (venue, materials, promotional products in the language concerned, free courses, vouchers to give away as prizes) in order to identify the best sponsor for it.

Approaching the sponsor (by personal contact, letters or email will not work). She/he will need to know: numbers (do not give them actual number of participants, talk about multiplying effects), type of audience.

The table below will help you to prepare for making contact with a potential sponsor.

1. <i>What kind of Language Café are you proposing (language, target participants, venue, proposed activities/theme)</i>
2. <i>What kind of sponsorship are you seeking (funding, use of venue, free publicity, refreshments...)</i>
3. <i>How are you going to approach your audiences? (List methods and tools you are planning to use, see Language Café publicity Guide)</i>
4. <i>When are you planning to start e.g. (when will the first Language Café be run and how often do you plan for it to run subsequently?)</i>
5. <i>Who is going to be responsible for it (i.e. who will be the main point of contact for the sponsor?)</i>
6. <i>What costs do you envisage (this is only relevant if you are approaching a sponsor for funding)?</i>
<i>What benefits are there for the sponsor (e.g. inclusion of their name and logo in your materials/publicity, delivering a public service, attracting new students ...)</i>

language café

