



**Pop Warner Little Scholars, Inc.**  
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**IMPORTANT - PLEASE READ CAREFULLY**

**MEMORANDUM**

**TO:** All Pop Warner Administrators  
**FROM:** Kevin Allen, Director of Recruiting  
**RE:** **Status of Travel Grant Programs/Fundraising**  
**DATE:** October 2017

Many of you have called us at the National Office to inquire about the status of the Pop Warner Travel Grant program for the 2017 season. Please be advised that the Pop Warner Travel Grant is never guaranteed.

**What this may mean for all of us: Possibly no Pop Warner Travel Grants for teams qualifying for the Pop Warner Super Bowl.**

If there is a 2017 Pop Warner Travel Grant program, the grant application, instructions and deadline will be posted on [www.popwarner.com](http://www.popwarner.com) as well as e-mailed to all League Contacts for distribution.

**Pop Warner National Fundraisers**

Since grant funding is never guaranteed, Pop Warner National would like to emphasize the importance of year-round fundraising to all of our volunteers. As the season approaches, we would like to highlight our national fundraisers, which have helped Pop Warner groups across the country raise money for their programs.

**Spirit Cups**

Spirit Cups allow your organization to purchase officially licensed NFL, select NCAA team spirit cups to sell as a fundraiser. There are no upfront your association can earn up to 40% on items sold.



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To learn more about fundraising with Spirit Cups, please visit [www.spiritcups.com](http://www.spiritcups.com), or call 888-825-9339.

**LOCAL VENDORS**

Additionally, many of our official local vendors can offer items for you to sell and earn a profit. Please visit <http://www.popwarner.com/partners/licensees.htm> to obtain current information on our official local vendors.

These, by no means, are the only sources of fundraising available to Pop Warner groups. We encourage all of our Pop Warner leagues and associations to seek safe, fun and profitable fundraisers in addition to the ones offered on the National level.

## **FUNDRAISING**

### **Tips for Successful Fundraising**

Selling products as a fundraiser is a valuable source of revenue. Product sales can be very profitable if the necessary ingredients are present:

- Adequate number of homes and businesses.
- Desired product.
- Product priced for high perceived value.
- Adequate number of participants and volunteers to organize, transport, and sell the product
- Advance planning to allow sufficient time for a successful campaign.
- Ability to re-order products as needed.

Consider selling products your own families make, such as baked goods. Try to obtain permission to sell in a mall or shopping center or to collect money for your organization at that locale, or you can take door-to-door orders for delivery of items you are selling. Service-oriented fundraisers such as car washes and fundraising events like golf tournaments can be extremely lucrative fundraisers and a lot of fun.

### **Avoiding Fundraising Pitfalls**

Some issues to guard against are: food, candy or confection delivered stale, and anything which is not climate-proof at time of delivery. Chocolates delivered in summer months must arrive in refrigerated packing and require refrigeration while awaiting sale. Order sensible quantities and refill only as necessary.

Many outside companies use charts to encourage large orders. Typically, a chart reads: "If you need \$1000, order X-amount of cases; if you need \$2500, order Y-amount of cases; and if you need \$5000, order Z-amount of cases". Be realistic about quantities ordered. Reputable companies may take back unsold merchandise, but storing, mailing and otherwise handling it may prove cumbersome. Avoid suppliers who do not give a written "take back" provision in the literature. Remember, opened cartons usually cannot be returned. Freight charges eat up profits. Determine who pays freight both inbound and outbound (on returns) before committing. Ask questions. The written clauses are binding, no matter what the sales representative says. Attempt to develop a good working relationship with the supplier. Order realistic quantities and pay invoices in a timely manner, to maintain the relationship.

Sales require volunteer participation in large numbers. Sales between November and the beginning of the following August are difficult without year-round group activities. Often the majority of sales are to parents, immediate neighbors and relatives, so quantities ordered should be carefully considered. Research the products available, be realistic about the size of the territory to be covered, and count carefully the number of participants you will have.

## **SPONSORSHIPS**

### **Introduction**

Sponsorship is an excellent method of securing partial or total funding for your organization. Sponsorship typically involves an entity providing cash, goods or services in exchange for exclusivity, an affiliation with your organization, some publicity or other consideration. For example, many businesses may donate significant funds in exchange for goodwill, such as placing that business' name on signs or jerseys. Teams may be named for sponsors, and the sponsor's name may appear on the back of jerseys.

There are two types of sponsorships, cash and value-in-kind, and many sponsorships contain elements of both. While cash sponsorships involve an entity paying a fee to your organization, value-in-kind sponsorships are budget relieving donations that relieve the organization of having to purchase something they need. Value-in-kind sponsorships can be service-related or product-related. Examples of value-in-kind sponsorships include a local printing shop offering free printing in exchange for signage at your games or a food supplier providing exclusive items for the snack shop. Many businesses would rather trade than give cash, so keep the door open to the thought of in-kind sponsorships.

## **National Sponsorship Program**

On a national level, Pop Warner has various national sponsors and partners which are the preferred providers for certain goods/services. Thus, local organizations may not enter into agreements with other providers of these goods/services that would interfere with the national relationships. National Sponsors are committed to offering you quality products/services at affordable prices and may be able to assist you in running your programs, fundraising, and providing fun products and contests for the participants. Please refer to [www.popwarner.com](http://www.popwarner.com) or contact the National Office for information on current National Sponsors. The National Office is also available to assist you in drafting and submitting sponsorship proposals.

## **Event Sponsorships**

Events such as jamborees, competitions, scholastic banquets, bowl games, golf tournaments, barbecues, picnics, etc. are a fun and valuable source of revenue and help foster community support for your organization. Ticket sales, merchandise sales, 50/50's, raffles and silent auctions held at these events are relatively easy to organize and quite profitable.

Event sponsorship packages may include a tiered structure with different levels like "Gold, Silver, and Bronze". Typically, a basic bronze level is offered at the lowest price (i.e. \$500 to put your sign up at the event), an upgraded silver level is offered for additional money (i.e. \$1000 for signage, insertion on the event flyers, advertisements and giveaways) and a Gold Level would be the most expensive (\$1500 to include all previous level offerings and a hospitality area, and Title Sponsorship Branding: the Marriott-Santa Clara Pop Warner Golf Tournament).

**Note:** One caution about using the word "advertisement". The IRS has made a case to designate advertising revenue from sponsorships as unrelated business income. This means that you may be required to pay taxes on advertising revenues even though your association falls under the National Pop Warner 501(c) (3) umbrella for tax exemption. That said, you can work together with partners to acknowledge the dedication and commitment to the furtherance of the Pop Warner mission.

We hope this fundraising and sponsorship guide assists you with securing financial support for your Pop Warner organization. Please contact us at the National Office if you have any questions.

**Have a safe and fun 2017 Pop Warner Season!**