



Finding sponsorship to bring a Martial Arts career to a higher competitive level is a competition in itself. Here are 10 tips for getting sponsors as an athlete to attend The 2020 Grand Internationals in Portimão, Portugal. It can be a difficult task for both amateurs and professional instructors or competitors. Whether you are just getting started, or you need to ramp up your sponsorship, here are 10 tips for getting a sponsor as an athlete.

- 1. The sponsorship letter.** The first thing you need to do is create a letter about yourself and your accomplishments as an athlete. This in a sense is your resume and cover letter. It should list awards and also say what sets you apart from other athletes to make you marketable. Keep it clean precise and to the point.
- 2. Start with who you know.** The best place to start when looking for a sponsor is with the people you know. Family, employers, neighbors, and groups within your community. Even some of the most famous athletes started with smaller sponsors from their own home towns before they made connections with the big names. You may want 10 different sponsors, ie one for travel (air/bus/train/car), another for lodging, entry fees, equipment, etc.
- 3. Online Social Networks.** Social Networking sites like Facebook, Twitter, Instagram, etc are not just for teenagers anymore. There are some sites such as SponsorHouse where the goal is for athletes and sponsors to meet. This is a place where someone who loves a sport and wants to find a way to be involved can find athletes who need help getting their careers off the ground. Also you should create a page under The Grand Internationals on MakeAChamp as well (see other sponsor attachment).
- 4. Know what sponsors want.** An important point to remember is that a corporate or small sponsor are not necessarily sponsoring you because they like you. They want to get their name out there and have it associated with a winner. (Patch/logo on jacket, Uniform Top/pant leg, warm ups, your web site, etc.) **When asking for sponsorship remember to tell them what you can do for them as a public figure in the sport of Martial Arts.** Remember you are going for a world title at the Grands.
- 5. Research.** Before you approach a specific sponsor make sure you do your homework. Find out all there is to know about the company, including their values and how they perceive themselves in the business world. This will help you to build a case for a successful relationship.
- 6. Getting in the door.** How do you know who to talk to about sponsorship? The best person to start with is the receptionist. He or she will know the name of the person you need to speak to. Remember that in a large company you will want someone in the marketing or public relations department, but in a smaller company it could be anyone from the sales department all the way up to the president of the company.

**7.Public Speaking.** As much as most people hate it, public speaking is necessary. The better public speaker you are the better you will be at promoting your sponsor and yourself. Being an accomplished public speaker is a great way to sell yourself to a potential sponsor.

**8.Websites.** One of the easiest ways to promote yourself is to have your own website and link to the Grand Internationals event. This is a place where potential sponsors can get information about you and what you may need. Make sure it looks professional and includes your bio, accomplishments and upcoming events.

**9.The Interview.** An interview for a potential sponsorship is just like an interview for a job. Make sure you can talk about yourself as a person and as an Martial Arts athlete. You should be able to qualify your accomplishments, and also make sure you can talk fluently about where you want to go in your career.

**10.Get involved in your community.** The best way to get your name out there is to be involved in your community. This is a good way to hone your public speaking skills while you make yourself known to local businesses. Finding a sponsor is all about how you market yourself. Make sure they get your Live Stream feed for the Grand Internationals.

**Note: You can write the Director of The Grand Internationals and get a letter acceptance to compete in the Grand Internationals in Portimão, Portugal, 8-11 October 2020 and use as a reference contact. We can also help with your letter for Visa to Portugal if you need one from your country. A visa application takes time so know what is required for your country if you are not in Europe or USA or other no visa required countries.**

**Good luck! Start Now!**