

## 3 Easy Steps to Help Your School Get a FREE Sign

Communication with parents, students and the community is essential. Outdoor signage is one of the most effective and efficient ways to accomplish this sometimes daunting task. Whether it is a dynamic LED message center or a traditional changeable letter marquee, your school needs a communication method that is reliable and easy to update. With Stewart School Signs, not only are you sure to find the right sign to match your school's needs but we can also provide ideas to help you get it for *free* through sponsors!

**Simply follow these three easy steps!**

### 1 Design the Perfect Sign with Stewart School Signs!

Having a representation of what the sign will look like will greatly increase your chances of selling sponsorships to local businesses. They will be able to envision the attractive sign grabbing the attention of potential customers passing by your sign!

### 2 Determine which local businesses to offer sponsorships opportunities.

Think about where your school is located in the community and what types of consumers see your sign every day. The options below are often great choices:

- Civic Organizations
- Gyms
- Banks
- Real Estate Agencies
- Law Firms
- Car Dealerships
- Townships / County Organizations

*These local businesses chose to sponsor a school's sign and in return received permanent logo panels on the sign.*

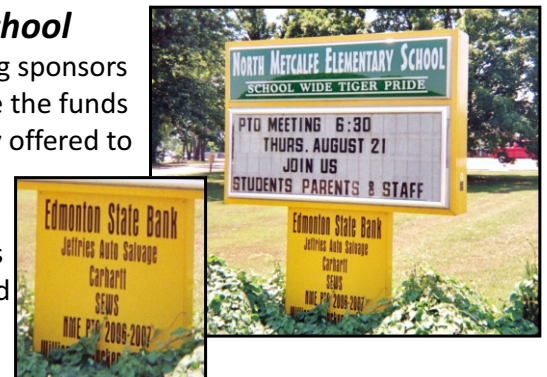


### 3 Decide how to approach business owners and GET OUT THERE!

Determine if you will go door to door, call, use newspaper advertisements, websites, direct mail, etc. to reach out to businesses. Make sure to contact your Stewart Signs consultant to ask for pointers. We have letter templates and helpful information that can assist you in your efforts to sell sponsorships! Then get out there and raise the money!

#### Hear It First Hand From: North Metcalfe Elementary School

This school sent letters to both parents and local businesses requesting sponsors for the sign project. After only **90 days**, the school was able to acquire the funds to purchase the sign! One business, Edmonton State Bank, generously offered to cover the remaining portion of the sign cost after all other sponsors were secured; they ended up only paying 1/5 of the cost in return for having their name placed first on sign's base. "Mail out as many letters as possible explaining that the sign not only reaches out to parents and students, but the community as well" advises Trina Parnell, a member of the school's staff.



**Make sure to ask your Stewart consultant for a letter template!  
Just fill in the information, print it out on your letterhead  
and mail it to local businesses!**

# 3 Great Forms of Advertising to Offer Sponsors:

**Permanent  
Logo Panels**



**Logo or Name Placed  
on the Sign Legs**



**Advertisements on Your  
LED Message Center**



## How Other Satisfied Customers Received their Sign for FREE:



### Oak Park Elementary School:

Jacquetta Fontenot, a member of the Finance department at the school, explains how they simply contacted a sponsor they worked with on past projects, a local Nissan car dealership. The business was more than willing to **donate the entire cost of the sign** due to the amount of advertising they would receive in return. With their name predominantly advertised on the sign, the dealership is sure to see a return on their investment quickly!



### Gallatin High School:

This school received several donations and sponsors with an effort pioneered by the Eagle Scouts. "We went door to door to local businesses explaining the benefits of donating to the school's sign fund" says Colette Steele on behalf of the school. With persistence and hard work, the school was able to raise enough money for the sign through a combination of donations and fundraisers.



### Edison High School:

This school received donations from several organizations. They placed the names of the organizations on the base of the sign in the descending order of the amount they donated. "The project was spearheaded by the local American Legion Post and took us less than 6 months to raise the money!" says Nickie Spriggs, the school's Treasurer.



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