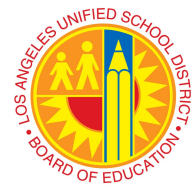


# Executive Summary



## Our client

Founded in 1853, LAUSD is the second-largest school district in the United States, serving over 750,000 students at nearly 1,000 campuses every day. LA schools boast individual student and team achievements in: science, mathematics, social studies, language arts, foreign and dual languages, business and entrepreneurial skills, the visual and performing arts, and athletics. LAUSD's mission is to educate L.A.'s youth, ensure academic achievement and empower tomorrow's leaders.

## Our scope

**What can LAUSD offer to potential sponsors, and how attractive is each aspect of a sponsorship deck?**

Our project was an in depth analysis of the market for corporate sponsorship, and internal analysis of current LAUSD sponsorship practices. Ultimately, our goal was to provide LAUSD the necessary knowledge and tools to begin a successful corporate sponsorship campaign.

## Research and methodology

Our project can be broken into the following categories: Market analysis, sponsorship deck creation, best practices research, and sample proposals. Information on research for each section is below.

- 1. Interviews:** We interviewed members of a few different groups, including employees at LAUSD, CSR consulting firms, other school districts, and organizations that manage sponsorship relationships for school districts.
- 2. Survey:** We reached out to representatives at top companies in the three key industries, aiming to gauge sponsorship behavior and identify which aspects of a sponsorship deck are most attractive.
- 3. Online research:** We accessed online databases and articles written about best practices in sponsorship.

## Key Takeaways and Recommendations

We split all potential industries of sponsors into 3 industries: STEAM, consumer goods, and client services. Upon splitting these industries, our team completed an in-depth analysis of companies' past CSR behavior to determine any trends based on industry. Next, we completed research into creating the sponsorship deck itself, and used this to critically analyze LAUSD's assets. Based on what LAUSD has to offer to sponsors, and common sponsor behavior as determined by our research, we then created 3 separate sponsorship decks.

### Three distinct decks: Events, engagement, and branding

Next, we conducted a best practices analysis to create a step-by-step timeline for securing a sponsor, and tips on how to interact with the sponsor throughout the process. Finally, we created 3 step-by-step walkthroughs of how LAUSD should approach a sponsor of each of our target industries. This explains everything from catering the proposal, writing an initial cover letter, and following up to secure a contract.