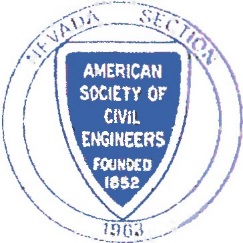
**Section Operations**

**5.8** **Sponsorship – Truckee Meadows Branch**

|  |  |  |
| --- | --- | --- |
| **1. Section, Branch** | Nevada Section, Truckee Meadows Branch |  |
| **2. Section/Branch Size** | Small |  |
| **3. Project Contact** |  | |
| Name | Mike Wilhelm, P.E.,Branch President  Dan St. John, P.E., Branch Past-President | |
| Phone Number | (775) 750-7866 | |
| Email | mwilhelm@farrwestengineering.com | |
| **4. Project Category** | Section Operations | |
| **5. Project Description** | Following a significant decline in sponsorships, the Branch developed a new approach and sponsorships were actively solicited from the local civil engineering community. | |
| **6. The Process**  (What you did, When and How) | In the past, we simply ran a notice in the monthly newsletters to announce that annual sponsorships were available, described the different sponsorship levels (Silver Sponsor @ $300/yr and Corporate Sponsor @ $100/yr) with the benefits of each (see attached), and gave the response deadline. As the economy slowed and continued to stay flat, we saw a continuous decline in sponsorships. Finally, in 2009, this approach resulted in only 5 of our 11 available Silver Sponsor slots being sold. In 2010, we decided to move away from the passive solicitation and we developed a new program where we personally contacted a Principal from each of the civil engineering firms in Reno by telephone. The new active approach resulted in all 11 of the Silver Sponsor slots being sold! | |
| **7. Those in Charge** (Committee, Task Committee, Etc.) | Branch officers | |
| **8. Time Frame**  (When Started, When Completed) | The sponsorship deadline is December 31, so ran the initial notices in our monthly newsletter from November thru January, as in the previous years. Solicitation phone calls were placed during November and December. Finally, personalized thank you letters were sent out (see attached) to each firm after they committed to a sponsorship, in December and January. The thank your letters let the sponsor know what the Branch was doing with the funds we raised—scholarships to the University of Nevada ASCE Student Chapter, outreach, etc. Finally, as an addition for this year (2011) and moving forward, personal letters will be sent out to the Silver Sponsors from the previous year, thanking them again and also requesting a continuation of their support. The letters will be sent out in October/November. | |
| **9. Success Factors**  (The Parts that Worked Really Well) | Personal phone calls. Engineering is about relationships. | |
| **10. Setback Factors**  (The Parts that did Not Work Well) | The old system—running an ad and waiting for results. | |
| **11. Creativity**  (This is something off the wall that we did) | Going back to a personal approach—taking time to call prospects instead of simply relying on impersonal solicitation by email and the newsletter. | |
| **12. Administration**  (What was most Important?) | Setting up a list of the firms in Reno and dividing them up among the branch officers. Some of the officers knew the appropriate individual at a firm on the list and this made the phone call that much more meaningful. | |
| **13. Follow-Up**  (What was most important?) | Thank your letters were the most important follow up and a timely distribution was essential. A key component of the thank you letter was to give the sponsor an open invitation to be the keynote speaker at our monthly membership luncheon and to encourage their firm’s involvement in ASCE. | |
| **14. Recommendations**  (What you should ALWAYS do with this project?) | Personal phone calls and timely thank you letters. | |
| **15. Cautions**  (What you should NEVER do with this project?) | Don’t procrastinate on the phone calls. These were the key to the success of the program. | |
| **16. The Outcome** | Huge success. | |
| **17. Ongoing Activity**  (Would you do it again?) | Absolutely. | |
| **18. Speaker Contact Information**  (person from your Region who would be willing to speak about the Best Practice) |  | |
| Name |  | |
| Address |  | |
| Phone Number |  | |
| Email |  | |
| **19. Additional Comments** | This Best Practice includes the following attachments:   * Letter of appreciation to sponsor * Sponsorship information | |



December 15, 2010

TRUCKEE MEADOWS BRANCH AMERICAN SOCIETY OF CIVIL ENGINEERS

* 1. BOX 70002, RENO, NEVADA 89570-0002

Mark Gookin Wood Rodgers

5440 Reno Corporate Drive

Reno, Nevada 89511

RE: ASCE Truckee Meadows Branch (TMB) Silver Sponsors

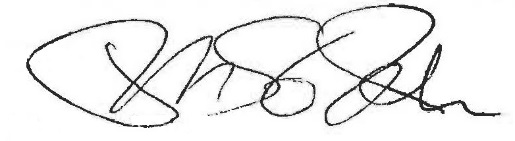
Dear Mark,

On behalf of the Board of Directors for the ASCE TMB, I want to extend a heartfelt letter of appreciation to you and your firm for your support this year of your local branch of ASCE. Your support is critical to our ability to carry out our annual programs including our UNR College of Engineering Scholarships, our monthly professional luncheon presentations, and our community outreach activities such as our recent sponsorship of the NNTC (Northern Nevada Transportation Coalition) Sustainability Summit. We know the times are tight and your continued support at the Silver Sponsorship level demonstrates your commitment to our profession and our local presence as an ASCE branch.

I want to encourage you to take maximum advantage of your leadership role in our Branch as a Silver Sponsor. As you know, we will feature your corporate logo prominently in our monthly newsletter and on our website. We will be asking you for a company promo that we can use at an upcoming luncheon where we will be presenting you with a commemorative plaque. We are also asking that you consider proposing a luncheon program that highlights a recent project or program of general interest to the local engineering community. And finally, we welcome your comments and suggestions on how we can improve our Branch programs and activities.

But most importantly, we welcome yours and your staffs' participation in our luncheons and other programs and in serving positions of leadership on our Board of Directors and Committees. Your encouragement to your engineering staff to be involved is extremely valuable to our Branch's future.

Again, thank you for your support as a Silver Sponsor. We look forward to working with you to help make our Truckee Meadows Branch the best we can be. And above all, we wish you, your staff, your company and your families and friends the best and most wonderful holiday season and all the luck and prosperity in the New Year.



Sincerely,

Dan St. John, P.E., F. ASCE

President, ASCE Truckee Meadows Branch

Cc: Board of Directors

CIVIL ENGINEERING: *A PEOPLE-SERVING PROFESSION*

IT’S TIME TO RENEW YOUR INDIVIDUAL AND CORPORATE SPONSORSHIPS

As a Truckee Meadows Branch ***Corporate Sponsor*** or ***Silver Corporate Sponsor***, you enjoy the following benefits at a very reasonable cost

**Corporate Sponsor**

* + - Monthly corporate visibility in the TMB newsletter via a business card- sized advertisement which is seen by the Branch membership
    - An in-depth highlight of your company or organization
    - The opportunity to make announcements and advertise employment opportunities to a targeted audience of experienced local engineers

**Silver Corporate Sponsor**

* + - Includes all of the Corporate sponsor benefits listed above, ***PLUS:***
    - Corporate visibility via a link to your website on the TMB home page
    - Display of your corporate logo during one of the luncheons
    - Plaque of appreciation for your office

Only eleven Silver Corporate Sponsors are available each year

**Individual Sponsor**

As an individual sponsor, you enjoy the benefits of local participation in the Truckee Meadows Branch of ASCE for only **$30** per year. In return, you receive:

* + - The Branch monthly newsletter
    - Monthly notices of luncheon speakers
    - Discounts on monthly luncheons
    - Local networking
    - Recognition of local outstanding engineers and projects

Your membership in the Truckee Meadows Branch of ASCE also supports and promotes the local engineering community and the University of Nevada, Reno student ASCE chapter.

A reminder – When renewing your National membership and paying your annual dues, please select the Truckee Meadows Branch on the form.

And remember, as a **National Member**, you receive the full benefits of ASCE, including:

* Access to quality information on technical and professional issues related to civil engineering
* The opportunity to voice your preferences regarding local training courses
* Discounts on local training courses
* An organization that works to improve the image and profile of civil engineers
* The career resources that you need
* Convenient, cost-saving personal benefits
* For additional information on National membership, go to [www.asce.org.](http://www.asce.org/)
* For additional information on corporate or individual sponsorships, contact Dan St. John at [dstjohn@washoecounty.us.](mailto:dstjohn@washoecounty.us)