



# BUSINESS OPERATIONS

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# Getting Local Sponsors

- Do an assessment:
  - *What is the identity of your town? What are their values?*
  - *What local businesses can afford to give to me?*
  - *How does your project align with this?*
- Make sure you are present
  - *Community and local sponsors are going to contribute if they see it firsthand*
  - *Ask your students to be involved*
- Example: Our Local Sponsors

# How to build a Business / Operations Team

- Know how to speak the language
  - *Your team is a “startup “ or “small business”*
  - *“Work Experience”*
  - *“Professional Development”*
- I often tell people that they have the ability to use the team as a medium for developing their professional skills and interests. So, even if it is not listed as one of the jobs, if someone is passionate about creating a role, we enable them to do it.

# THE MORE PROFESSIONAL YOU APPEAR

The more appealing you will be to Business minded people



# What experience can you offer?

- International Business
- Logistics
- Project Management
- Supply Chain Management
- Marketing
- Sponsor management
- Event planning
- And more...

**You just have to be creative**

# How do you find them?

- Look for specific roles
- Contract out to classes
  - *Fundraising, Social Media, Data Analytics*
- Coordinate with clubs
  - *Advertising club, Marketing club*
- Club fairs

# Once you have a business team.. What do you have them do?

- Social Media
  - *How many accounts can you run with different content on each?*
- Grant Writing
- Sponsor relations
  - *Who is contacting your sponsors? How are they doing it?*
- Sponsorship Solicitation
- Donor relations
- Graphic Design
- Event/ Outreach planning
  - *Aim to educate others about your project*

# Other advice

- Don't put limits on what business teams can do and enable the members to be innovative / creative.
- Do race prep for your Business / Operations team too!
- Teach your ENTIRE team how to talk to people about the car!
- Get the word out about your team.
- Build connections with other teams!! They are a wealth of knowledge.
- Teach your team about the community as a whole