Sample Sponsorship Proposal Template

Potential Sponsor & Your Company Name

List the top/main benefit to Sponsor

Your Company Logo

There are several different ways to create a cover sheet for your proposals. Do what works best for you. The key here is to help potential sponsors become familiar with seeing your names together.

Insert the date of proposal and your contact information here.

Provide more than one way to contact you.
Executive Summary

This is your opportunity, in ONE page, to give all of the relevant facts pertaining to the event and the sponsorship. Paint a picture with your words.

If you are attempting to secure a Presenting or Title Sponsor for your event, you’ll want to have about 1⁄2 of the page dedicated to the details of the event and the other 1⁄2 page with highlights of the sponsorship benefits.

For all other sponsorships, dedicate 2⁄3 of the page to the event details and 1⁄3 to the sponsorship benefits.

When completing this page, be up front and to the point. Place the dollar value and ask of the sponsorship on this page. As sponsorship becomes more sophisticated and competitive, most decision makers will start with the bottom line number, before looking at benefits, to see if it falls in their budget. Make it easy for them to find on this first page!

Remember!

Quick Facts

Overview

Top Benefits
Table of Contents

This page is completely optional, but should be used for all proposals over 10 pages in length. Most sponsorship coordinators are inundated with hundreds of proposals at a time, make it easy for them to find the information they are looking for.
Team/Staff Page

About the Founder/Executive Director
Who is the acting lead or face of the property you seek to have sponsored? What is their purpose and background? What are they the person to lead this property?

Advisory Board & Team
Sponsors want to know who the key players on your team are. This could be an advisory board, board of directors, or any other leaders that are a part of your core team. Use this area to build your credibility and show that your team has a long track record of success.

Name and Bio

Name and Bio

Name and Bio

Name and Bio
About the Organization

History and Facts of the Organization (The story)

- Who/How property was founded
- Impact the property has had
- Live Changed

Mission and Purpose

What are the mission, vision, and purpose statements of your organization or property? All organizations will not have the three, but your property should at least have a mission statement to share with your potential sponsor.

Details of your Property

This section is dedicated to the details of your event and provides the opportunity to build credibility with your potential sponsor by offering this information in advance, without them having to ask for it. It sounds simple, but you’d be surprised how many people seek sponsorship without giving this information to their potential sponsor. Be factual and DO NOT stretch the truth when you are estimating numbers. It is always better to under promise and over deliver than not meet the expectations of your sponsors.
Benefits

This should be a listing of potential benefits that your sponsor could be offered. While you provide a baseline for the benefits that you will offer your sponsors, be flexible and listen to the needs of your potential sponsor. In your negotiations, be sure that you offering benefits that are of value to your sponsor and their needs. Think of their industry and target market.

Some of the things to think about when creating benefits:

• What sponsorship levels are available and what, if any, naming rights will your property offer?

• What signage will you have available and where?

• Can your sponsor have someone introduce a speaker or have the opportunity to speak at your event?

  * How will you acknowledge your sponsors throughout the event?

• Will you have a VIP Lounge or Hospitality Suite? If so, how many people will your sponsor have access for?

Some other benefit ideas:

• Press Releases sent out
• Email blasts to your mailing list promoting their message
• Ability to take part in sweepstakes or promotions
• Exhibit booth space
• Exclusivity - And just about anything else you can think of....
Reach

Demographics

What is the target market that your property reaches? Is this the same market your potential sponsor is trying to reach.

• Age Range
• Gender
• Race
• Income Levels
• Niche Interest
• Past Attendance

Media

Use this section to highlight your reach to a potential sponsor. Show them what media partnerships you have and how they’ll keep your potential sponsor’s message in front of their target market.

• TV
• Print
• Billboard
• Social Media
• Free Media
• Blogging

1500 LIKES
Marketing

Marketing Plan

You have a great property and your potential sponsors loves the benefits and exposure that they’ll receive from this partnership. Now, how will you deliver all that you’ve promised? This is the section where you show potential sponsors how you’ll make sure people know about the property and know about your sponsors. This can be done through:

• Press Releases
• Promotional Events
• Radio/TV
• Magazines
• Direct Mail
• Interviews

Alliances and Partnerships

Who is your property already affiliated with or what are some potential partnerships you could create to help spread your sponsor’s message? Highlight your alliances and partners in this section and explain how they’ll help the potential sponsor reach their marketing goals.

Our Current and Previous Sponsors

At one point we’ve all heard that logos attract logos and here’s your chance to highlight some of your past and present sponsors. Use their logos, if possible, but make sure that you have permission to do so and it is not a violation of your past agreement with them.
Finishing Touches

Testimonials

Do you or your property have any raving fans? How about previous sponsors, partners, or attendees? If so, what are they say? If not, find some! Creating the testimonials sections will allow your potential sponsors to see why your other sponsors, partners and attendees keep coming back? When asking for a testimonial, be specific in your asking. Keep it simple and ask them to answer only one or two questions. This will give you great quotes that you can use in your marketing materials. Of course, always be sure to get their permission to use their quote!

Call to Action

What do you want your potential sponsor to do next? Be sure to include your major benefits and all of your contact information in this area.