

# Sponsorship Proposal Template

## **Example Outline of Sponsorship Package/Proposal**

Please keep in mind that the following are simply *suggestions* as to what to include in your sponsorship package. This document aims to serve to provide you with information and options only. How you format the document, what information to include etc. is your decision.

### **Title Page (1 page)**

- What: Event Sponsorship Proposal/Sponsorship Proposal
  - Who: Sponsor Name/Event Name
  - When: Event Date
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- Today's Date
- Event Manager's Name

### **Table of Contents (1 page)**

- List all sections and appropriate page numbers
- Ensure Student Organization website is listed at the bottom of every page

### **About Your Organization (1/2 page)**

- Mission, vision, programs, services
- Paragraph addresses your experience/expertise and credibility in organizing successful events

### **Event Information (1 page) – only if requesting event sponsorship**

- **Event Background**
  - Main purpose of the event
  - What the event is (gala, fundraiser, party etc.)
  - History
    - Why does this event exist?
    - How did it start?
    - Who started the event?
    - Is it the first year for the event or is it an annual event?
- **Event Outline**
  - General Event Details

- Name of Event
- Date of Event
- Time of Event
- Who will attend the event (media, young entrepreneurs, etc)
  - Include approximate number of guests
- **Event Objectives**
  - What does this event need to achieve to be successful
  - What are the goals of the current year (include previous goals if applicable)
  - Ensure, where possible – the objectives are measurable (so you can measure success or lack thereof)
- **Event Organizers**
  - Is there a committee or group organizing the event?
  - Or is it just you, the event manager, organizing the event?
  - Brief explanation/description
- **Activities**
  - What activities are planned for the event?
  - What will people likely be doing?

### **Reach and Target Audience (1/4 page)**

- Explain who will participate in event
- Psychographic/Demographic information
- Number of expected participants
- Other companies that are involved
- Other hosts, etc

### **Benefits to the Sponsor and Fees (3 pages)**

- Detail the various levels of sponsorship
  - Respective marketing benefits for each level
  - Sponsorship fee associated with each level
  - Suggest making a table/chart for this section
- Identify why you believe this company would benefit by sponsoring your event/organization
  - Sponsor shares the same target audience as your event/organization
  - Business operations in the same city
  - Company supports health and active living and encourages its employees to engage in community fundraising
- List media support

- Any media you have negotiated for the activity
- Measuring successes
  - Explain how you will identify the success of the event
    - Number of participants, dollars raised, new supporters, media awareness, etc

### **Summarize the Opportunity (1 page)**

- Summarize all important benefits to sponsor

### **Contact Information**

- Name (first and last)
- Title
- Organization
- Street Address
- Phone Number
- Email Address
- Website Address

### Additional Suggestions

This is simply a guideline of suggestions; not to say that you should treat them as literal as formatting and presentation is a personal choice.

- Use power point rather than word format to ensure you're concise in your presentation
- Using a landscape rather than portrait setting will make your document stand out
- Use both sides of the paper; this signals that you're environmentally conscious
- Substitute photos for text wherever you can; a photo of volunteers cleaning up a city park demonstrates your dedication and impact more than a written paragraph about it.
- Stapled document over bound means your cost conscious; this is a good thing because sponsorship packages or proposals are typically thrown out or put into a file folder (bound documents don't fit into a file folder)
- Logo's; include your logo on every page. If you can incorporate the company's logo at some point it may be worthwhile, that way you can physically demonstrate the alignment between your organization and theirs
- Research companies philanthropic history; tap into their website, newspapers, magazines and any other industry-specific resources
- Focus most of your proposal on the benefits to the potential sponsors