**Sponsor Proposal Template**
Cover Page
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
Your Company Name

Your Tagline or Mission Statement

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

State Main Benefit to Sponsor

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Your Logo & Photo Here
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Very strong endorsement from well-known person can go here.

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Splash Page
(do this page last)

List juicy benefits and sizzling bullet points about
your property, but don’t over-hype.

Remember to promise deliverables.
Include logos, photos, other sponsors, etc.

You can also list the quick facts about your property at a glance.

The splash page may be used on its own as a proposal brief.

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Goals for Sponsors

Goals: Connecting (Sponsor) to (Demographic), educating them about
(Sponsor’s Product or Service), driving sales and growing the (Sponsor) customer base.

Tell the sponsor about how your company will help
them accomplish their goals and visions.

Founder’s Story & Photo
Sponsors want to know the backstory behind your property.
Who is the founder? What is their purpose? What were their challenges?
Who are their clients? What are their motivations?

Story of the Property
Continue the story here. Tell about the property, how it came to be;
the people you’ve helped. Tie this into the sponsor’s goals and visions.
State how your property is different.

Mission Statement
The stated purpose of your organization or event.

Description of Program
Give the details of your program, organization, charity,
event, book tour, media, show, etc.

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Sponsor Benefits
List all of the sponsor assets and benefits here.
Replace the parenthesis with information about your property.

Some promotional opportunities can include, but are not limited to:
• Branding to (association names and number of members)
• Exposure on (media with information on circulation, ratings, listeners or web site accesses)
• Hyperlink on (your web site and possible partner sites with information on unique visitors and web site hits)
• Cross promotions with (name partners and/or charity)
• Enhance your cause-related marketing by participating in a program that benefits (demographic or recipients of charity)
• Exclusivity in your category
• Exhibitor opportunities, signage and your company representatives at the event(s)
• Promotion in social online media (describe)
• Branding on a national resource list
• Speaking opportunity at the event(s)
• Option to provide premium in show bags
• Free ad in program book
• Option to provide prize giveaways
• On-site sales, sampling and couponing opportunities
• VIP passes for staff and special clients
• Promotion in upcoming media (describe)
• Dedicated campaign with pre-marketing and follow-up promotion
• Email blast to (describe demographics and number of people)
• Press Release to various media outlets (describe)
• Year-long coaching program to keep sponsor’s name visible
• Making a Difference Award will be presented to sponsor with photo opportunities

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Demographic Information
Describe your target market. Use demographics, psychographics and statistics to back up your points. Tell the sponsor how they can benefit from tapping into the demographic. Example: Women make or influence over 85% of the purchasing decisions in America. Tapping into this demographic gives you access to tremendous purchasing power and consumer needs.

Media Opportunities
Tell the sponsor about your media partners the media opportunities.
For example, instead of using a generalization “Increased media exposure,”
say “Our media partners include the Hometown Business Journal which has
60,000 subscribers who are college-educated entrepreneurs 25-54
with median household incomes of over $100,000.”

Ultimate Marketing Plan
Describe everything you will do to get the word out about your organization
or event. Include both traditional and non-traditional media, public relations, ambient media, direct response, social online networking, promotional opportunities, Internet media, etc. Be creative and think outside the box here. Remember that public relations strategies are extremely powerful and easy on your budget. Getting a publication to write an article about you or a radio station to interview you creates implied endorsement. You are perceived as an expert
and key influencer, not someone who simply purchased an ad.

Cause-Related Marketing Opportunities
Describe how the sponsor can use your property to increase their goodwill, create a positive brand image, and establish the company as a good corporate citizen.
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Strategic Alliances
Describe and/or list your alliances and affiliations and tell the sponsor the benefit of the extended reach and the brand equity of your partner organizations.

Advisory Board & Management Team
The team will make or break your property so give their bios and accomplishments. Be sure to highlight influential people.

Charitable Partner
Part of the proceeds from the event will be donated to the charitable partner, (describe charity). This charitable partner is a 501c(3) non-profit organization,
so sponsorship fees may be tax-deductible as charitable donations.

Present and Past Sponsors and Clients
Let the sponsor know they’re in good company.
A good strategy is to get media and association sponsors first.
Then leverage their power to get corporate sponsors.

**Sponsor Logos Go Here If You Have Any**

Testimonials & Include Photos If Possible
Get testimonials from business leaders, the people your charity has helped, attendees at your events, other sponsors and the media. Testimonials can be used in one section, but I like to pepper them throughout the proposal.
If you have very strong endorsements from key influencers,
you can even put a few at the beginning of the proposal.

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Year-Round Multi-Benefit Packages
This is the hardest part of the sponsor proposal. Just start by listing all the assets and benefits you can think of. Get creative. Be outrageous. Try to come up with some standard assets and new ones that the sponsor hasn’t heard of before.

Restate the benefits and demographics. Let the sponsor know that these are merely guidelines. A customized program will be created for each sponsor. Let the sponsor know if all or part of the proceeds will go to a charity and that they will receive a sponsorship report.

|  |  |  |  |
| --- | --- | --- | --- |
| **Sponsor Level** | **Investment** | **Benefits** | **Yearly Benefits** |
| 1st Level Sponsor | $10,000.00 | List Benefits | Describe Package with Assets & Benefits |
| 2nd Level Sponsor | $25,000.00 | List Benefits | Describe Package with Assets & Benefits |
| 3rd Level Sponsor | $50,000.00 | List Benefits | Describe Package with Assets & Benefits |
| Presenting Sponsor | $75,000.00 | List Benefits | Describe Package with Assets & Benefits |
| Title Sponsor | $100,000.00 | List Benefits | Describe Package with Assets & Benefits |

Restate major sponsor assets and benefits.
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
State other cash and in-kind sponsor logos including media here.

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Call to action with toll-free phone number, local phone, address, web site and email. Don’t just list the web site address. Give the sponsor a reason to go there. Example: For articles and updates, go to www.mysite.com.

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Back Page (Optional) Logo Here

Company Name / Tagline / Major benefit to sponsor / Your Logo

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