**Sponsor Proposal Template**

**Cover Page**

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**Sponsor Proposal for**

**Your Company Name and Tagline**

**Main Benefit to Sponsor**

­­Place Logo and Photos Here

­**Table of Contents**(The table of contents is optional and may not be needed for short proposals)

Contact Information Here

Very strong endorsement from well-known person can go here

**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 and Photo

Photo Here

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.

# 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 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

# 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 and 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.

# 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 and 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.

# Testimonials

Sponsor logos here

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.

Include photos if possible

# 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.

|  |  |  |  |
| --- | --- | --- | --- |
| **Sponsorship Level** | **Investment** | **Benefits** | **Year-Long Multi-Benefits Package** |
| First Level Sponsor | Lowest Price | List Benefits | Describe package with assets and benefits |
| Second Level Sponsor | Higher Price | List Benefits | Describe package with assets and benefits |
| Third Level Sponsor | Mid-Level Price | List Benefits | Describe package with assets and benefits |
| Presenting Sponsor | Second Highest Price | List Benefits | Describe package with assets and benefits |
| Title Sponsor | Highest Price | List Benefits | Describe package with assets and benefits |

Other cash and in-kind sponsor logos including media here.

Restate major sponsor assets and benefits.

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.

**Back Page**(Optional)

Logo Here

**Company Name and Tagline**

Major benefit to sponsor