# Sample Sponsorship Proposal

## <Insert Club Logo>

<Insert Address>

<Insert Contact>

<Insert Contact Details>

## <Insert Club Letter Head>

## Note: The below template should be used only as a guide when making sponsorship or fundraising requests. Clubs should always use information that is relevant to them and their prospective sponsor.

Attention

Name

Company

Address Line 1

Address Line 2

<Insert date>

Dear <Insert name of prospective sponsor>,

<Insert club name> is a locally run, community funded sports club that exists to provide opportunities for members of the community to participate in a safe and inclusive environment.

Our club has a proud history and strong and active presence in the community.

We are managed by a dedicated volunteer base, who selflessly commit their time, skills and support in order to bring to life our vision <Insert vision>.

As a volunteer run, local sport club, we are reliant upon the generous support of local businesses and individuals to continue providing opportunities and benefits for our members and the broader community.

Our aims for the coming year/season include:

* <Insert aims for the year/season ahead>
* <Insert aims for the year/season ahead>
* <Insert aims for the year/season ahead>

With this letter, I invite you to consider the following proposal, and the opportunity to support our club in achieving these aims for <Insert year/season>.

I trust that the below opportunities presented to you are of interest and value to your business, and would welcome the opportunity to discuss these further with you.

Thank you in advance for your time and consideration.

Kind Regards,

**<Insert President Name>**

<Insert club name>

<Insert contact details>

## Sponsorship Proposal

Thank you for allowing us the opportunity to present to you our proposal for <Insert prospective sponsor> to support <Insert club name> for <Insert year/season>.

We are excited by the opportunity to partner with you, and with the help of your valued contribution, bring meaningful benefits to members of our local community.

**Step 1: The Club**

In this section, take the opportunity to promote to prospective sponsors who you are and why you matter. Consider including the following:

* Purpose statement
* Vision Statement
* Value Statement
* Strategic priorities
* Strategic objectives
* Member profile (who makes up your club)

**Step 2: The Need**

In this section, communicate the need for sponsorship. Consider the following:

* What are the challenges facing the club,
* What will any potential funding be used for
* How will it support the club
* Who within the club will benefit from the donation

**Step 3: Why Sponsor?**

In this section, explain why your club is a great match to their business, why sponsorship is a unique opportunity not to be missed and what benefits and outcomes will realised through it.

Consider the ways in which your club will promote the interests of the prospective sponsor, including:

* Brand exposure
* Mass marketing opportunities
* Corporate social responsibility

If possible, be specific by including examples of previous sponsorship successes e.g. ‘increased web traffic to sponsors page via the club website’.

**Step 4: Options**

In this section, outline the range of options available to prospective sponsors.

It is important to think strategically. What can you provide that of tangible value to sponsors?

Present a range of opportunities and sponsorship levels, such as:

* Platinum Sponsor
* Gold Sponsor
* Silver Sponsor
* Bronze Sponsor
* Donation

The following table provides an indicative example of the opportunities and sponsorship tiers clubs may make available to prospective sponsors.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Category | Platinum | Gold | Silver | Bronze | Donation |
|  | **Cost** | **$** | **$** | **$** | **$** | **$** |
|  | **QTY** | **1** | **3** | **5** | **10** | **Unlimited** |
| Signage | | | | | | |
| Sponsor logo on ground fencing and scoreboard | | ✓ | ✓ | ✓ |  |  |
| Sponsor logo on player uniform | | ✓ | ✓ |  |  |  |
| Sponsor logo in clubroom | | ✓ | ✓ | ✓ | ✓ |  |
| Communications | | | | | | |
| Acknowledgement as Platinum sponsor at events and all promotional material | | ✓ |  |  |  |  |
| Acknowledgement as Gold sponsor at events and all promotional material | |  | ✓ |  |  |  |
| Acknowledgement as Silver sponsor at events and all promotional material | |  |  | ✓ |  |  |
| Acknowledgement as Bronze sponsor at events and all promotional material | |  |  |  | ✓ |  |
| Sponsor story on club website and social media platforms | | ✓ | ✓ |  |  |  |
| Sponsor logo on club website and social media platforms | | ✓ | ✓ | ✓ | ✓ | ✓ |
| Events | | | | | | |
| Sponsor marquee at club games | | ✓ | ✓ |  |  |  |
| Invitation to club fundraising and award nights | | ✓ | ✓ |  |  |  |
| Memberships | | | | | | |
| Annual club membership | | ✓ | ✓ | ✓ |  |  |

**Step 5: Testimonials**

In this section, provide testimonials from previous or existing sponsors. Allowing prospective sponsors to see the types of businesses and individuals involved with your club, preferably likeminded to themselves, is a useful way in which to create interest in your sponsorship packages.

**Step 6: Next Steps**

In this final step, invite prospective sponsors to nominate the type of sponsorship category they would be interested in, if any.

If applicable, you may also like to offer the option to provide support via in kind sponsorship.

## Sponsorship Nomination Form

* Platinum Sponsor
* Gold Sponsor
* Silver Sponsor
* Bronze Sponsor
* Donation
* In Kind Sponsorship (please state type)

Sponsorship Category: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Sponsorship Value: $ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Organisation / Business Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_\_\_\_\_

Contact Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Position Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Tel: ( ) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Mob: ( ) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

E-mail:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please complete all fields and return to: <insert mailing address and contact details>

Upon receipt of your nomination, a member of the club committee will be in contact to confirm your sponsorship and finalise payment.

Thank you for support.

The club and I look forward to working with you over the coming year.

For any questions, please feel free to contact me directly.

Kind Regards,

**President Name**

<Insert club name>

<Insert contact details>