

Sample Sponsorship Proposal

Simplified Version

How to Use this Template

This template is meant to be a general guide and layout for a simplified sponsorship package. It assumes you know what your assets are worth and that you know a few things about your event attendees or other target demographic. This will work for event sponsorship, program sponsorship and in sport. I wouldn't use this for cause marketing campaigns but it will help you lay the groundwork for that as well.

I am not a fan of standardized proposals that group everyone into "Gold, Silver and Bronze" packages and prefer a "menu approach." You can combine the two and offer your prospects a menu of items to choose from that slots them into tiered sponsorship based on how much they spend. This is the most convenient way to move away from the standardized model currently used by most without having to move into the world of completely customized sponsorship. If you are looking at multi-million dollar naming rights, please do not use this template! Like it or not, those are completely custom...and well worth the effort.

The hybrid approach gives you the flexibility to negotiate packages without forcing people to take a booth or a speaking opportunity when all they really want are product placement opportunities. Use this template as a guide to give to your designer, or do a really simple version in PDF and drop in logos, graphs and tables from a spreadsheet. My advice is that you should always meet with your prospects and customize everything before you send it.

Remember: your sponsorship package is not the sales tool...you are!

Title Page

Include your logo and the name of the opportunity or program and your tagline.

Keep this simple and NEVER call it a “sponsorship package”!

LOGO HERE

Tagline

Dates

Location

Website

Describe Your Opportunity

Paragraph one:

Talk about your cause. Note, one paragraph only about your cause! Who you are and what you do. Plain and simple- don't talk about need or sad stories. This is about what you can do for them, not what they can do for you.

Paragraph two:

Talk about the opportunity, program or event.

Paragraph three:

Talk about your users, attendees, delegates, board, etc. Basically the strength of the audience. If you have market research about your brand and who it appeals to, this is where it goes.

Graphs, pie charts and anything else to describe your demographic

If you are running an event, try something like this:

- Pie chart breaking down attendees by gender
- Graph breaking down attendees by age
- Pie chart showing attendees by city, province, country etc.
- Do you know salary? Interests? Buying power?
- Do you have a good photo showing a top notch event packed with people?

The Goal of this Section

The goal is to show off your opportunity, who attends and key demographic information. You can use two pages for this but not because you want to write more than three paragraphs! Use two pages because you can show off how much you know about your attendees or because you have stellar market research to share.

The Menu

Never say “sponsorship opportunities.” Instead use something like “Engage Leaders in Industry X” or “Reach out to People of a Certain Age or Geography” or “Come and Meet Canada’s X Sector”

Start with a statement about how you like to work with sponsors and your philosophy. Most orgs put a statement at the end of their package stating “we are also willing to customize. Contact us.” Don’t do this!

Instead, open by telling your prospects that these are suggestions to get the process started. Invite them to have a look and contact you with their own suggestions about how they want to engage your network.

List of your assets

- Booths
- Product placement
- Tables
- Session speakers
- AV Sponsorship
- Wine Sponsorship
- Dinner Sponsorship
- Name tag sponsorship

Add another note

Tell them that they are encouraged to choose from the list above or suggest some custom opportunities (or both!). Tell them that stage presence and speaking opportunities are reserved for title sponsorship only (if that’s true) and that title sponsorship is a completely customized opportunity in the range of \$X-\$X. Don’t make this number up. Base it on the proven value of your assets. Let your sponsors pull from the menu items to get them to, say, \$25,000 for the Title Sponsorship.

What are we missing?

Make sure you include something here to ask them for suggestions. Remember, sponsorship proposals don’t sell sponsorship...you do!

The Chart

This is the typical “gold, silver, bronze” part that most people start (and stop) at. Here is how I like to lay it out. I do this in Excel and then copy and paste it. It looks boring, I know. That’s what designers are for! If you want to jazz it up, get a designer and tell them you want something simple and clean. Don’t have the budget? No problem- I have used highly designed packages as well as ones just like this. Because the package isn’t the sales tool (you are!) it matters less than you think.

Warning, this is a sample only. I am not suggesting you use any of these values or even this structure.

Level	Investment	Signage on Stage	Provide an MC	Address the Crowd	Tickets	Booth	Ad Size
Title Sponsor	\$25,000	X	X	X	10	1	Full page
Mid-Level	\$15,000			X	5	1	1/2 Page
Dinner Sponsor	\$10,000			X	2		1/2 Page
Wine Sponsor	\$5,000				2		1/4 Page
Other	\$3,000				2		Business Card Size
Other	\$3,000				2		Business Card Size
Other	\$3,000				2		Business Card Size

Remind Them!

Tell them again that they get to decide what makes up the 25K to get them to title, mid-level, etc. Remind them that if they don't want a booth that they get to trade it dollar for dollar for something else. In other words, if they want to trade the \$500 booth for \$500 worth of free tickets- you're happy to do it!

Ask them questions throughout the document, engage them, encourage them to customize. In fact, outright tell them that you prefer to customize because only they know their business, not you. Why? Because as they customize they tell you what they want, how they measure success and what they are looking for. This is gold for the sponsorship sales person.

The Contact page

Use a title like “we want to hear from you!” Use a call to action.

Encourage them to get in touch, tell you what’s missing and tell you what they want to add or change. Make it clear that your proposal is a conversation tool and not set in stone. It’s important to say this in multiple places throughout the document- once per page. This way, even if they don’t read the entire proposal, you know they will understand your philosophy.

Make your contact info bold, obvious and uncluttered. Don’t use an info@ e-mail address! A real person with a real name only.