***Sponsorship Proposal Template***

PROPOSAL TITLE

A PROPOSAL TO: CLIENT

**Company Name Here**

**SPONSORSHIP PROPOSAL**

DD/MM/YYYY



PLACE LOGO HERE,

OTHERWISE DELETE BOX





5555 Street Address, City, State 55555

**Phone:** 555.555.5555 | **Fax:** 555.555.5555

email@address.com | www.templatesmob.com

**ACTIVITY / EVENT**

State here reason you are looking for sponsorship. Just a brief summary of what you are doing, why and how the money will be spent.

**POTENTIAL ACTIVITY / EVENT TITLE**

Write her title of your event. You can make a heading of your event title or write it as normal text.

**TARGET PARTICIPANTS**

Write here detail who will be involved, where they will come from and any other info that might convince the sponsor to be involved. (Age gender, Location, etc)

**TARGET SPECTATORS**

Write here briefly about target spectators.

**MEDIA CONTACTS INVOLVED**

Write here the list of media contacts you will regularly send information to. You can also use the person you know at the paper’s name. Showing a copy of press release will help you to get sponsorship for company.

**PUBLICITY MESSAGES POSSIBLE**

Why should the company sponsor the event? What benefits will the company get? Such questions will be answered under publicity messages possible heading.

**OTHER METHODS OF PUBLICITY**

Methods of publicity which you will use to publicize their company will describe as follows:

* Club House, Sports Centers, Newsletter, Emails, Website
* Flyers in schools with their details on
* Posters at club
* Photo opportunities





**EVALUATION TECHNIQUE TO BE EMPLOYED**

What are you going to do to let the company identify if the sponsorship was successful?

* The number of people exposed to their message
* Level of understanding of the message
* Number of times their name appears in the paper

**OTHER OPPORTUNITIES**

You will use this space to describe what else can you do to enhance their sponsorship?

* Invite them to special events
* Other opportunities

**YOUR ORGANIZATION**

You need to induce the potential sponsor that you are a reputable organization who won’t tarnish the sponsor’s name.

You should look to include

* Who you are
* How long you have been in existence
* Role of the group
* Current activity conducted
* New activity or activities
* How sponsorship will help you develop
* How it their specific sponsorship will link with your current activity



Company Name here

Street address here with City, state, zip code

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