Sponsorship proposal example

Anywhere College

**Sponsorship proposal to:**

A & B CORPORATION

October 2014

Name
A & B Corporation
Address
WELLINGTON

Dear Name

**Re: Anywhere College Netball Club Inc.**

Thank you for taking the time to read our netball club’s sponsorship proposal. Also enclosed is the club’s strategic plan to the year 2017. I hope that you will read these documents with enthusiasm. Club representatives are available at your discretion to meet and further discuss any aspects of this proposal.

The Anywhere College Netball Club looks forward to a favourable response to these documents and to a long and productive working relationship with you and your company.

Yours sincerely

Joe Bloggs
Sports Director

Anywhere College

Proposal

That the A & B Corporation sponsor the Anywhere College Netball Club (A.C.N.C.) Inc for the 2015 season. This sponsorship to consist of outfitting the top four teams including the Coca Cola Cup team.

Background

The A.C.N.C. has been in existence for some forty years. It has established itself, over the last decade, as the pre-eminent netball school club in Rotorua.

In 2015, the Rotorua netball season will run from April until September. At the premier level this competition will take place in the Queens Park Events Centre. It is anticipated that this new venue will attract many spectators - up to 500 per evening. Over the course of the competition this would mean that the A & B Corporation name would be exposed to an excess of 8,000 spectators. A.C.N.C. fields three teams in this competition and therefore coverage is extended further. The three teams fielded by A.C.N.C. are ranked first and third in premier one and first in premier two. To be associated with this club is to associate the A & B Corporation with excellence. Moreover, this competition is to be held on Friday evenings. The aftermatch activities of spectators and players alike could well include shopping at A & B Corporation.

Rationale

In keeping with A.C.N.C.’s regional reputation for excellence we wish to be involved with a company of similar stature. We see the A & B Corporation as being very suitable. Both organisations are perceived as progressive, young, vital and talented; both have a sporting focus; and both would benefit from a mutual working relationship.

Sponsor Benefits

Positive brand association with young, female athletes who aspire to excellence in a multi cultural environment

* Name and Logo on all sponsored apparel
* Club presence at negotiated events

Brand association at two competition venues over six months over a range of ages from 11 to 70, with an estimated spectator audience of over 10,000.

Cost of Sponsorship

The total cost of sponsorship for 2015 would be approximately $6,000 - the value of outfitting the top four teams.

Contacts

Contact person is J Bloggs, Sports Director, phone 123-456 (private) and/ or 789-123 (business).