



Sponsorship Proposals

A sponsorship proposal is a formal offer to do business. It needs to be well presented and contain enough information for a company to gain a thorough understanding of what it is being offered. The NSW Department of Sport & Recreation and the ACT Department of Sport & Recreation both have excellent sponsorship templates examples that can easily be used for your club.

Follow the links below for more information on writing sponsorship proposals.

[The Initial Steps & Case Study](#)
[Sponsorship Template \(NSWSR\)](#)
[Sponsorship Template \(ACTSR\)](#)
[Sponsorship Evaluation Guide](#)

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The Initial Steps

1. **Member support** - Discuss sponsorship proposals with your members. If a sponsorship is to work it needs to have the backing of your members, staff and board.
2. **Enough resources** - Writing sponsorship proposals and contacting companies can be time consuming. Make sure you have the time and people willing to help.
3. **Allow sufficient lead-time** - Depending on what you are asking for, the assessment, negotiation and planning involved to successfully manage a sponsorship takes substantial time.
4. **Stand out from the clutter** - Tailor your proposal by acquiring background information on the potential sponsor's desired image, products, services and business objectives.
5. **Price yourself competitively** - Find out what similar sponsorships are selling for. Before signing, a potential sponsor will independently put a value on your proposal. If your offer is cost effective or unique - you are in the running. Make sure you are making a profit.
6. **Target the correct person** - Address it to the right person. If you are unsure, phone the company and ask them who looks after sponsorship deals. Confirm the address details while you're on the phone.

Key Tips

- Create a list of options with different values that a potential sponsor can choose from. For example one option could be to sponsor the hockey competition for the entire season, another option to upgrade the fields or pitches or another to secure naming rights for an event.
- Be clear on what it is that you are asking for is it money, goods or services or a combination of these?

Example Case Study: Sunshine Day Hockey Association

Corporate Membership Packages

To raise essential funds and provide a sales standard for supporters, Sunshine Day Hockey Association suggests its clubs create corporate membership packages for sponsors.

- **Gold Donor (\$5000)** - benefits include: advertising on club house to size of 3000x2000mm, company logo on club letter head, sleeve sponsor on all club apparel including playing uniform
- **Silver Donor (\$3000)** - benefits include: advertising on club house to size of 1500x1000mm, naming rights to section of club eg juniors.

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Sponsorship Template

NSWDSR

Overview of the club offering or event	One or two sentences describing the sponsorship deal.
Background of the club	Information on the organisation and its history
Details about the event or the club offering	<ul style="list-style-type: none"> • Dates, times and location • Demographics – how many people will attend the event? where are they from? how old are they? • Who will manage the sponsorship? • Current and past sponsors.
Sponsor benefits	<p>How will the event or offering help improve the sponsor's bottom line? Possible headings include:</p> <ul style="list-style-type: none"> • Media coverage – television, radio, press, signage • Networking opportunities • Enhancement of sponsor's image • Client entertainment.
Sponsor investment	Cost or description of goods and/or services
Brief background on the rights holder	<ul style="list-style-type: none"> • Mission statement • Experience • Long term goals – these are based on your clubs strategic plan.
Evaluation	How will you measure the success of the event and delivery of promised benefits?
Other considerations	<ul style="list-style-type: none"> • Make the length of the document proportional to the value of the sponsorship. Try to keep it under 10 pages • Ensure headings are clear • Don't include any items you might want returned (eg photos, videotapes, certificates) Images are well worthwhile to include • Use statistical information - helps the reader identify cost benefit and demographic fit in relation to their own target audiences.

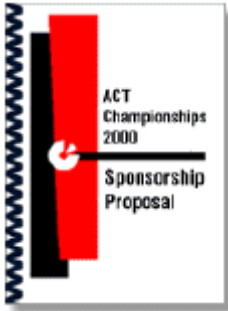
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Sponsorship Template

ACTSR

Preparation



Before embarking on a sponsorship drive an organisation should identify:

- what type of support they are seeking e.g. cash or in kind;
- the types of businesses that could provide appropriate support;
- what benefits could be offered to sponsors; and
- whether members of the organisation have links with any potential sponsors.

Proposal outline

Below are examples of typical outline headings for sponsorship proposals:

- **Cover Letter**
Address the proposal to the most appropriate person in the sponsor's organisation.
- **Overview**
Provide an outline of the project and/or the organisation seeking support.
- **Objectives**
Outline the objectives of the project and/or the organisation seeking support.
- **The Investment**
Outline the funding amount or in-kind support being sought and the period of time for the agreement.
- **Sponsorship Benefits**
This is a critical component. Look to include benefits such as naming rights, promotion strategies, signage, media, brand awareness opportunities, articles in newsletters or websites etc.
- **Target Market**
Outline who the project is aimed at or provide a membership profile. Identify how it matches the target market of the proposed sponsor or how it could increase their market share. By taking the time to tailor the proposal to a specific sponsor, a successful outcome is more likely.
- **Exclusivity**
Detail other sponsors and/or supporters of the project or organisation. Make sure that sponsors are not in competition with each other.
- **Servicing the Sponsors' Needs**
Outline how you will cater for the sponsor's needs. Identify a designated employee or volunteer to be the point of contact for the sponsor.
- **Evaluation Strategy**
Outline how you plan to evaluate and measure the success of the agreement.
- **Conclusion**
Summarise the proposal, identify a follow-up procedure and supply contact details.

Other issues to consider

The following tips will also help improve your proposal:

- Provide a clear and attractive cover page outlining the proposed sponsor and the organisation requesting support;
- Provide adequate space in the content so that it can be read easily ie, don't squash all your information onto one page;
- Provide a contents page for larger proposals;
- Examine additional information and determine whether it is best placed within the body of the document or as an attachment;
- Number the pages; and
- For projects that have been undertaken previously, provide examples of programs, newsletters etc. which show how previous sponsors have been acknowledged.

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Sponsorship Evaluation Guide

The best way to make sure your sponsor understands the returns is to provide an evaluation report detailing the benefits received. It is also good business practice to show evidence of accountability. Evaluation also helps a club formally review its activities, provides a frame of reference for future projects and aids the planning process.

Decide in the negotiation process the level of reporting and evaluation you are going to provide each sponsor. Every case is different and depends on the size and type of offering.

The report can be as simple or as complex as you want it to be. Follow this simple guide to help you write an evaluation report.

Standard evaluation report format

Introduction	What the evaluation covers and the methods of measurement used
<ul style="list-style-type: none"> Situational analysis 	<ul style="list-style-type: none"> What was sponsored and for how long? A copy of the contracted rights, benefits, category of membership, level of exclusivity The performance of the club or event during the period of the sponsorship A list of other sponsors A description of the sponsor's competitors in this area Photos of signage at the event
Sponsorship analysis	<ul style="list-style-type: none"> How you assessed the needs in preparation for sponsorship How you did the surveys, measured the media coverage or counted the attendance
Results	<p>Report on both positive and negative outcomes as a result of the sponsorship. Headings could include:</p> <ul style="list-style-type: none"> Sales – a detailed analysis of direct sales generated for the sponsor through sponsorship Media coverage – report on all media featuring the sponsor during the period including number of mentions, transcriptions of radio coverage, tv coverage in minutes (supply copy if available), copies of articles from newspapers and magazines Sponsor's image – surveys should be undertaken amongst spectators, club members and the public, to demonstrate sponsor awareness, attitude to sponsor, sales that resulted through sponsorship, likelihood of any future sales Numbers affected by the sponsorship - relevant statistics should be included here, including: <ul style="list-style-type: none"> Number of people who attended the organisation's events

- Number of people who saw the event through the media
- Demographics - age group, earning capacity, gender etc
- Whether the organisation or event is in a growth or decline cycle
- Publicity delivered through signage:
 - Publicity received
 - Quality of the publicity generated through the sponsorship signage
 - Number of impacts that saw posters, newspaper ads, tickets etc
- Hospitality:
 - Hospitality provided
 - Facilities used
 - Missed opportunities (eg empty seats where tickets were provided)
- Cost benefit analysis - an objective financial style report detailing:
 - All property costs
 - All benefits that accrued to the sponsor

Recommendations Improvements that would help the sponsor maximise its benefits.

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