



SPONSORSHIP PROPOSAL

A Sponsorship Proposal enables your club to present a professional bid for sponsorship dollars from a corporate partner. This template is intended to help community clubs to develop a more formal and professional approach to seeking sponsorship with the aim of increasing the level of success in a competitive sponsorship environment.

COMPONENTS OF A SPONSORSHIP PROPOSAL

This Sponsorship Proposal Template contains the following main sections:

1. Club Overview
2. Partnership Opportunity
3. The Proposal
4. Management and Evaluation

SPONSORSHIP PROPOSAL TIPS

- ▶ Make sure you read the Go Clubs 'Sponsorship, Fundraising and Grants Fact Sheet' before preparing your proposal for a range of helpful information.
- ▶ Remember that sponsorship is a partnership. What your club is offering is just as valuable as the sponsorship you are seeking.
- ▶ Ensure your proposal is clear in outlining the sponsorship opportunity, including package options, costs and benefits.





- ▶ Consider the type of sponsorship you are seeking to help guide the way you prepare your proposal e.g. in-kind, packaged, custom-designed sponsorship.
- ▶ Don't let your proposal become too lengthy - keep it under 10 pages.
- ▶ Don't include any attachments to your proposal that you would like returned such as photographs.
- ▶ Consider how you will nurture the relationship with your sponsor throughout the sponsorship to try and build a longer term association.
- ▶ Follow up your proposal with a phone call or meeting a week or so after submission to discuss the sponsorship opportunity.

Instructional notes have been provided in each section of this sponsorship proposal. Delete the notes provided before you finalise this proposal and distribute it.

Remove this first page from your document so your proposal starts on the following page.



<Insert club logo>

<INSERT CLUB NAME>

SPONSORSHIP PROPOSAL

**<INSERT NAME OF PROPOSED
SPONSOR>**

<Insert club contact details

Street Address

PO Box

Web address

Email address

Phone number>

CLUB OVERVIEW

CLUB HISTORY

<Provide a brief history and summary of your club:>

- *How long has your club been in operation?*
- *What characteristics define the history of your club e.g. location, major facilities, size, activities?>*

OUR CLUB TODAY

<Provide a summary of your club today:>

- *What is your club's mission statement?*
- *Who does your club service?*
- *What is your current membership? If your membership has increased in recent years, detail this trend.*
- *Where is your club's home ground?*
- *What are your club's main facilities?*
- *How is your club taking action to foster a strong and sustainable club e.g. Club Development Plan etc.?*
- *What are the main goals of your organisation?>*

PARTNERSHIP OPPORTUNITY

THE OPPORTUNITY

<Provide details on what the proposed partnership opportunity is:

- *What is the project you wish to conduct/ action?*
- *What are the details e.g. if an event, what are the dates/times/locations and who is the event for, or other details such as facility/equipment specifications.*
- *Include supporting documentation such as photographs, designs etc.>*

THE NEED

<Provide details on why this project is an important priority for your club and how it addresses identified needs (via your Club Development Plan). >

PROPOSAL

THE SPONSORSHIP PACKAGE

INVESTMENT:

<Detail the investment requested (e.g. 'A one-off cash contribution of \$20,000'; 'an annual contribution of \$15,000 over three years'). Remember to detail each of the 'packages' separately (Gold, Silver, Bronze) if you are choosing to offer packaged sponsorship.>

WHAT YOUR BUSINESS WILL RECEIVE FOR YOUR INVESTMENT:

<Detail what specific benefits will be delivered to the sponsor (e.g. naming rights to the new grandstand, VIP invitation to all club events, free half-page advertisements in each edition of the club's monthly newsletter etc).>

BENEFITS

BENEFITS TO SPONSOR

<Detail how investment in this project will generate general benefit for the sponsor. E.g. increased exposure of the sponsor's business, creation of network opportunities for the sponsor, enhancement of the sponsor's image>

BENEFITS TO CLUB AND COMMUNITY

<Detail how this sponsorship will provide specific benefit to your club and the community at large.>

MANAGEMENT AND EVALUATION

MANAGEMENT

<Detail who will manage the project and the sponsorship and how they will do this (including communication and reporting)>

EVALUATION

<Detail how you will evaluate the sponsorship e.g. how will you measure the success of the project and the level of benefit delivered to the sponsor?>

THANK YOU

Thank you for taking the time to review our proposal. To discuss this proposal further, please contact our Sponsorships Coordinator:

<Insert name>

<insert mobile number>

<Insert email address>