

# How to Write a Sponsorship Proposal

Tips and Hints

# Title Page

## Start with a Title Page

- Name of event
- Organization
- Include the event logo
- Include an event photo (optional)
- Include your contact information at the bottom of the page

# Event Overview

What is planned in the event?

All the most exciting parts are great to focus on here.

Why are you holding the event?

The purpose of your event, e.g. to raise money for charity.

What will be the benefits to stakeholders of your event being hosted in Federation Council LGA

# Event Overview

Where will the event be held?

Paint a picture of the location you have chosen.

When will the event be held?

Time and date



# Event Audience

## Who is attending?

### Demographics

Include things like their age, sex, income, job title, interests etc.

## How many attendees are you expecting?

### Numbers

Include rationale as to how you've reached that number.

# Include Images

Include images through out the proposal to engage the reader.

Past event images

Your chosen picturesque location

Images of sponsorship placement e.g. past sponsor logos in background



# Organisation Overview / Experience

## Who are you?

Tell part of your story and experience in events.

Highlighting your credibility

If you have ran the event previously, include:

- Photos, Testimonials, Key statistics, previous surveys,

If it's a new event, focus on things like:

- Event draws (why your audience will want to attend), your expertise/experience running other events.

# Marketing and Event Promotion

The marketing plan is a key part of the acceptance of a sponsorship proposal.

Planning the promotion and marketing of your event, ultimately will show Federation Council, the audience and increased awareness to Federation Council towns and villages.



# Marketing and Event Promotion

## How do you plan to market your event?

Where is the event being promoted – Radius to event location.

- Highlight the different platforms, how often it will be promoted/how many copies, start and end date.
- Where a lot of your paid promotion is targeted and why.

# Marketing and Event Promotion

For Example:

- TV: 2 x 30 second Ads run during 3pm – 9pm on Channel Nine from 12th of May 2020 – 8th June 2020
- 200 posters distributed across the Federation Council 8 weeks prior to event
- Media release send to Corowa Free Press, Yarrawonga Chronical and the Border Mail
- Face Book paid posts from 8<sup>th</sup> May – June 20<sup>th</sup>, amount of followers to your page currently, organic posts and current post reach/audience.

# Sponsorship Packages

Sponsorship is a business relationship between the sponsor and the sponsored.

There is an expectation that there is a return on investment when a business invest in your event.

## What do they get?

Include onsite benefits, but also make sure to include things like co-branding on all marketing materials, access to attendee list, or any other pre or post event promotion and WHY this will be beneficial to them, to be onboard.

# Sponsorship Packages

Is this a single tier sponsorship or are there different packages on offer?

E.g. Gold / Silver / Bronze

Make sure to include them on separate pages.

What is the cost of each sponsorship package?

Outline cash or in-kind value.

If you are able, customise your packages for sponsorship request and business.

# Example Sponsorship Package

## GOLD PACKAGE

### Investment in a Gold Package includes:

- Inclusion in all paid and promotional media and publicity.
- Media releases specifically about your business sponsoring the event.
- Inclusion of logo in the event 30 second ad scheduled two weeks prior to the event on Channel Nine.
- Mention during radio interview with Edge FM on the day of the event.
- Inclusion of logo on event promotional pieces – posters.
- Inclusion of logo entry form.
- Organisation name and logo on direct mail material.

- Logo and business hyperlink mentioned on the Event Facebook Page.
- Opportunity to provide a sponsorship or industry-oriented question on post-event research.
- The opportunity to promote you're your business or organization at the event by hosting a stand or conducting suitable activity.

### **Your investment in this sponsorship relationship will be**

Cash to the value of \$1000 or In ind support to the value of \$2000.

# Building a Relationship

Be and stay completely transparent

Mention if this is exclusive or how many opportunities are available at this level of sponsorship.



# Further Information

Make it easy for the sponsor to get back to you.

- List your contact details including email and phone.
- When is the deadline to get back to you.
- Add incentives to get back to you (if possible)

i.e “Get back to us by (*chosen date*) and receive a free stall at the event or an added outlet into promotional stands.”