# NSWTA Sponsorships & Partnerships Template:

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.

## **Getting started**

* **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.
* **Enough resources** - writing sponsorship proposals and contacting companies can be time consuming. Make sure you have the time and people willing to help.
* **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.
* **Stand out from the clutter**- tailor your proposal by acquiring background information on the potential sponsor’s desired image, products, services and business objectives.
* **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.
* **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.

## **Proposal structure**

Use these headings as a starting point to writing the proposal.

**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**

* 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.
* How will the event or offering help improve the sponsor's bottom line? Possible headings include:
  + 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**

* Mission statement.
* Experience.
* Long term goals – these are based on your club’s strategic business plan.

**Evaluation**

* How will you measure the success of the event and delivery of promised benefits?

**Other considerations**

* 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.