# Sample Sponsorship proposition template

This template contains sample data for a typical Golf Day fundraising event to illustrate the extent and level of detail required to develop sponsorship.

NAME OF ACTIVITY

Prepared by:

Senior Manager

Fund Development Department

**EVENT DETAILS:**

|  |  |
| --- | --- |
| Date & Time: |  |
| Location/Venue: |  |
| Target demographics: |  |
| Cost: |  |
| Parking & Transportation: |  |

**OVERVIEW**:

|  |  |
| --- | --- |
| What is the event? |  |
| What will happen? |  |
| Who will participate? |  |
| Who else will sponsor/exhibit/sell? |  |
| Who will attend? |  |
| Why have they come? |  |
| What benefit will YOU get from the sponsorship? |  |
| How will the sponsor benefit (overview only) |  |

**TARGET AUDIENCE:**

 Our promotional campaigns are aimed directed at the following demographic and psychographic groups (i.e. demographics that determine the attitudes and tastes of a particular segment of a population):

|  |
| --- |
| 1. Golf enthusiasts
 |
| 1. Up and coming males who play golf for both recreation and business networking and play at least one game per month
 |
| 1. Males 18-30-yrs-old occasional to regular golfers who golf in (business) groups and share middle-to-upper income tastes & wants
 |
| 1. Males 35+ who golf regularly, generally fathers/grandfathers with similar psychographic as above
 |
| 1. Other markets –– people who would rather play a game than stay home, fathers who want to golf with their daughters or sons, or even with someone whose existing plans were cancelled for one reason or another.
 |

Although this is our first annual golf day and we don’t have statistics to rely and plan on, we will undertake a comprehensive market research survey. We will be happy to include up to four xx-related questions on your behalf and will provide you with the full results of our research.

**ON-SITE ACTIVITIES:**

|  |  |
| --- | --- |
| Hospitality: |  |
| On-site Displays: |  |
| On-site sales: |  |

**MEDIA SUPPORT:**

Based on our target market research, we have created a media plan that will generate interest in and awareness of the \_\_\_\_, while specifically targeting our key markets.

Our total budget for paid and promotional media is R\_\_\_\_ (xxx thousand, xxx hundred Rand) and with that we have been able to negotiate R\_\_\_\_\_ in media value. A full media schedule and an audience profile are appended to this proposal.

**Television:**

Our comprehensive TV campaign focuses on two main areas:

* Two 4-week media promotions, run in conjunction with SABC/ETV/DStv’s society programmes, xxx, xxx, xxx that reaches \_\_\_\_ men & women golfers.
* Paid media schedule on SABC’s *Top Billing* programme that reaches \_\_\_\_.

**Radio:**

We have negotiated a three-week drive time promotional schedule with SABC Radio 5/…/…/…, and “\_\_\_”, and on “\_\_\_\_”. These stations and programmes match our target audience exactly.

This schedule will be augmented by a two-week limited airing on \_\_\_\_ and \_\_\_\_ to reinforce the messages on the SABC & xxx stations. This will ensure maximum coverage of our markets in the lead-up to the Golf Day.

**Newspaper:**

The Daily Dispatch is a major sponsor and as part of our partnership we have negotiated a series of xx 1/6th page advertisements in the Sports section per week leading up to our event.

**Magazines:**

We are undertaking a limited magazine campaign and will only place adverts in\_\_\_\_\_.

**Other event promotions:**

Along with paid and promotional media, we will engage a comprehensive and non-media publicity campaign.

**Publicity:**

We have harnessed the services of one of East London’s top publicists, \_\_\_\_\_, who has/have designed a campaign targeting both general and niche media. The campaign will launch with a media briefing on xxxx and will continue to the Golf Day itself.

We will provide media access to top expert and celebrities including \_\_\_\_\_ and \_\_\_\_\_….

As this is the first Annual Golf Day, we will concentrate a large portion of our publicity effort on the promotion. \_\_\_\_\_\_ will benefit greatly from our promotion of the \_\_\_\_services that \_\_\_\_\_offer.

**Signage:**

For two weeks prior to the Golf Day, and on the day, we will have xx XXX banners alongside xx \_\_\_\_banners at the entrance, reception and tee-off areas of the East London Golf Course and on its electronic billboard(?).

**Website:**

The University website generates \_\_\_\_\_\_\_ hits annually, with \_\_% of those hits expected in the month of the Golf Day, October, our sponsors can be assured of appropriate media exposure.

**Direct Mail:**

As we have a highly effective database system and internet presence, we conduct our direct mail using email to the \_\_\_\_\_\_\_\_\_ people who may have requested information and early ticket booking. We will be contacting them, including a link to our site xx weeks ahead of the Golf Day and again, two weeks prior to the day.

**SUGGESTED PROMOTIONAL OVERLAYS:**

Since golf correlates strongly with *travel, sports apparel, and business*, we suggest the following promotions to make this partnership relevant to your key customers:

*Travel/product/services packages:*

Sportswear/sports equipment:

Business interests:

(use your Inventory List to add to these benefits)

**BENEFITS:**

As a major sponsor of the \_\_\_\_\_ Annual Golf Day, \_\_\_\_\_ will receive the following comprehensive package of benefits:

*Sponsorship*:

* Naming opportunity
* 1 of only 3 major sponsors
* Official …. Carrier/service supplier
* Exclusive opportunity to sell ….

*On-site:*

* 00 m x 00 m site in prime, central location in the xxx area. This location will be fully cabled for electricity and telephone connectivity
* Opportunity for sales
* Logo acknowledgement on ……

*Hospitality & networking:*

* Host status
* Ability to invite up to \_\_\_\_
* Introduction to all participants
* We will facilitate opportunities for cross-promotions with other, related, sponsoring agents.

*Media profile:*

* Use of XXX as an intrinsic component of the promotions of the 1st Annual \_\_\_\_\_Golf Day event
* Logo/name inclusion on all paid and promotional material and publicity
* Assistance with developing and implementing a publicity plan for \_\_\_\_\_’s key marketplaces.

*Tickets:*

* \_\_\_ VIP passes to the event
* \_\_\_ VIP car parking spaces
* \_\_\_ adult/family passes to the event to promote the event to your business partners and customers.

**INVESTMENT:**

Your investment for this comprehensive sponsorship will be:

* R\_\_\_ cash
* R\_\_\_ domestic air travel for use by … and to be used by \_\_\_\_\_\_\_\_\_
* R\_\_\_ for car rental to \_\_\_\_
* Commitment to strongly promote the \_\_\_\_Annual Golf Day to you customers/clients in \_\_\_\_.

Half of the cash component will be due upon signing a contract, with the remainder due on\_\_\_\_\_\_\_. The entire \_\_\_\_\_ [domestic air travel] fund should be made available by the \_\_\_\_\_\_\_\_\_\_\_ upon signing the contract.