*Club Logo*
**SPONSORSHIP PROPOSAL FOR (BUSINESS NAME)**

(*Club vision statement*) e.g. Nelson Bays Tennis Association vision; ‘*Love tennis - a match for all* ‘
Business Logo

(*Subject of sponsor proposal*) – e.g. Sponsor of Schools and Junior Programmes

(*Club Name*) is in the business of promoting, developing and encouraging tennis a healthy means of activity in (*town, region, suburb*).

Our mission is to “(*Mission Statement here*)”.

Sponsorship is a vital part of ensuring that our sport remains vibrant and viable. The relationship between tennis and our sponsors not only creates much needed funding, but also provides opportunities to create partnerships within our community. These partnerships promote the companies and their products and services, offering the chance to build relationships with existing and potential customers throughout (*town/region/suburb*).

(*Club name*) endeavours to lift the brand profile and exposure of tennis to both members and the general public in conjunction with our initiative to partner local business support.

Key elements include:

* Exposure programmed via media plan
* Enhanced website and communications to members
* Expertise of our support sponsors

Our proposal is for principal sponsorship of (e.g. THS in schools and junior programmes). This opportunity will build on the brand recognition tennis fans and players have with (*Business name*). The (e.g. THS schools and junior programmes) are essential to the succession of active and healthy families in (*name of town/region/suburb*)

As part of this proposal, we wish to establish a mutually beneficial partnership between (*Business name*) and (*Club name*)

|  |  |  |
| --- | --- | --- |
| Affiliated members | No | % |
| Senior Male |  |  |
| Senior Female |  |  |
| Jnr Male 12-18 |  |  |
| Jnr Female 12-18 |  |  |
| 11 & under male |  |  |
| 11 & under female |  |  |
| Total (year) |  | 100% |

**CLUB BACKGROUND**

Our Club’s history

Our Club’s achievements

Our membership (*give an indication of who your members are*)

Our events

How we link to the local community

**(*Business Name*) SPONSOR OF THS SCHOOLS PROGRAMME AND JUNIOR PROGRAMMES (*Dates here, from… to...)***

**Principal School & Junior Sponsor**

**Benefits**

(*Business name*) will be associated with:

* fostering the game of tennis
* Supporting the fundamentals of tennis and activity at schools in (*town/region/suburb*)
* developing up and coming juniors

Advertising:

* Acknowledged as principal sponsor in pre-programme article in the (*community paper*)
* Acknowledged as principal sponsor in follow on articles – (*community paper*)
* Promotion and recognition in (*club name*) newsletters minimum of 4 letters per annum
* Facebook/social media inserts pre and post programmes, minimum 6 inserts over programme period
* Logo displayed on (*Club name*) website plus all promotional (*Club name*) material for programmes

Opportunity for brand recognition:

* Banners
* Fliers
* Posters
* Product display
* Logo on junior team’s uniforms
* Logo on school deliverers apparel

**Investmen**t: $? plus GST