Add your Club’s branding and logo and any relevant photos

**SAMPLE SPONSORSHIP PROPOSAL**

-Insert Address

-Insert Town and post code

**-President Name-**

Club President

Phone: ………………………..……….

Email: ……………………………………………

**(CLUB LETTER HEAD)**

**Dear Prospective Sponsor,**

-Club Name- strives to provide opportunities for everyone in our community to participate in healthy, safe and inclusive **-insert sport-** activities in a fun and family orientated environment. The club is managed by dedicated volunteer staff, all of whom tirelessly provide their skills, time and assistance to ensure the club can offer a variety of structured programs.

As we are a local community sports club, our major source of revenue is generated from membership fees and donations received from generous individuals & businesses. These funds are then reinvested into the club for the benefit of all members.

**-Provide a brief summary of what makes your club great and aims for the immediate future-**

Kind regards,

**-President Name-**

-Club Name-

-Contact Details-

**-Club Name-**

* Provide a quick Club history and summary of future directions – you club’s VISION and VALUES
* Insert a club photo

**Sponsorship Proposal**

The **-Club Name-** understands that in the current economic climate, organisations require value for any sponsorship money. Thus the committee has put together a variety of sponsorship packages to provide local businesses and organisations a flexible opportunity to support their community.

As a sponsor of -**Club Name-**, we guarantee to promote your brand/product/service throughout the club and wider community at every opportunity.

**-Club Name-** endeavours to create an environment that puts family values to the forefront and prides itself on acting with integrity, innovation, and teamwork.

The opportunities that -**Club Name-** can offer to an interested party are included as follows:

|  |
| --- |
| **MAJOR SPONSORSHIP PACKAGE- Exclusive to one major sponsor, 3 year commitment.****$**  |
| **Signage** | * Main Sponsor signage on ground boundary fence at …
 |
|  | * Banner with sponsor logo and signage
 |
|  | * Sponsor logo on back of player uniforms and all attire. **For length of sponsorship.**
 |
|  | * Sponsor logo in clubrooms
 |
|  |   |
| **Communications** | * Sponsor logo in all media distribution
 |
|  | * Sponsor logo on club website
* Sponsor recognition 6 x newsletters per annum
* Social media recognition 8 x inserts per annum
* Logo on letterhead and email signature
 |
|  |   |
| **Events** | * Major event named after sponsor. **Details to be negotiated.**
 |
|  | * Double passes to annual major fundraiser (x3)
 |
|  | * Sponsor day at club for staff, event run by club
* Welcome address to players at event
* Opportunity to present at event prizegiving
* Acknowledgement thanks in event debrief
* Acknowledgement in post event report in community paper
 |
|  |   |
| **Membership** | * An annual Club Memberships (x4)
 |

|  |
| --- |
| **GOLD SPONSOR PACKAGE $** |
| **Signage** | * Sponsor signage on boundary fence ………….
 |
|  | * Sponsor logo on coach’s board.
 |
|  | * Sponsor logo on uniforms.
 |
|  | * Sponsor logo in clubrooms
 |
|  |   |
| **Communications** | * Sponsor logo in all media distribution
 |
|  | * Sponsor logo on club website
* Sponsor recognition 3 x newsletters per annum
* Social media recognition 6 x inserts per annum
* Logo on email signature
 |
|  |   |
| **Events** | * Double passes to annual major fundraiser (x3)
 |
|  | * Invitations to sponsors day event (x4)
 |
|  |   |
| **Membership** | * An annual Club Memberships (x4)
 |

|  |
| --- |
| **BLUE SPONSORSHIP PACKAGE - $** |
| **Signage** | * Sponsor signage on boundary fence at…
 |
|  | * Sponsor logo in clubrooms
 |
|  |   |
| **Communications** | * Sponsor logo in all media distribution
 |
|  | * Sponsor logo on club website
* Sponsor recognition 2 x newsletters per annum
* Social media recognition 4 x inserts per annum
 |
|  |   |
| **Events** | * Double pass to annual major fundraiser (x3)
 |
|  | * Invitations to sponsors day event (x3)
 |
|  |  |
| **Membership** | * An annual Club Membership (x2)
 |

|  |
| --- |
| **Friends of SPONSORSHIP PACKAGE - $** |
| **Signage** | * Sponsor logo in clubrooms
 |
|  | * Sponsor Signage at…
 |
|  |  |
| **Communications** | * Sponsor logo in all media distribution
 |
|  | * Sponsor logo on club website
* Newsletter acknowledgement 1 per annum
 |
|  |   |
| **Events** | * Double pass to annual major fundraiser (x2)
 |
|  | * Invitations to sponsors day event (x2)
 |
|  |   |
| **Membership** | * An annual Club Membership (x2)
 |

|  |
| --- |
| **IN KIND SPONSORSHIP – To be negotiated.** |
| The purchase of an IN KIND sponsorship can be made in the following ways: |
|  | * Digital support Sponsor
 |
|  | * Player Bag Sponsor
 |
|  | * Club Apparel Sponsor.
* Goods and services
* Printing
* Local media, community paper, local radio
* Equipment
 |

**Please note that –Club Name- is flexible and open to any and all types of IN-KIND SPONSORSHIP and will endeavour to offer options for all interested parties.**

**Donation**

If you would like to donate to **-Club Name**- but are unable to commit to any of the sponsorship categories listed in this proposal, please feel free to contact the club and discuss ways in which you or your business can assist.

**For further information about any of the sponsorship packages listed in this proposal please contact:**

**-President Name-**

**-Club Name-**

-Phone Number-

**SPONSORSHIP ACCEPTANCE FORM**

**SPONSORSHIP CATEGORIES**

* EXCLUSIVE MAJOR SPONSOR
* GOLD SPONSOR
* BLUE SPONSOR PACKAGE
* FRIENDS OF -**Club Name-** SPONSOR PACKAGE
* IN KIND SPONSORSHIP (PLEASE STATE TYPE OF SPONSORSHIP/DONATION)
* PRIVATE DONATION

I commit to provide sponsorship of the **-Club Name**-, 2014 **-Club Sport-**Program in the following sponsorship category:

Sponsorship Category: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Sponsorship Value: $ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Organisation / Business Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_\_\_\_\_

Contact Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Position Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Tel: ( ) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Fax: ( ) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

E-mail: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Please note:** Payment is requested within 2 weeks of acceptance.

**Electronic Funds Transfer:**

**Club Name**

Bank: TBC

BSB:

Account Number:

**Cheques should be made payable to**:

**Club Name**

P O Box …

Enter Address

*Source: Sport Victoria & Tennis NZ*