

# Elements of a Corporate Sponsorship Proposal

- I. Cover Letter
- II. The Proposal
  - A. Executive Summary
  - B. Description of event/program to be sponsored
    - i. Rationale – why we are going to this company
    - ii. Why it is in this company’s interest to sponsor the event/program
    - iii. Answer to “WIIFM” (What’s in it for me)
  - C. Statistical Information
    - i. Target market
    - ii. Anticipated exposure (no. of attendees, media coverage, press releases)
    - iii. Itinerary - schedule of activities
    - iv. Budget for the event/attraction
  - D. Documentation of previous success, if appropriate
  - E. Opportunities for the sponsor
    - i. Title sponsor
    - ii. Co-sponsor
    - iii. Total name identification
    - iv. Full or partial association with advertising and promotion benefits
    - v. Product endorsements
    - vi. Personal appearances
    - vii. Name/logo in merchandising items
    - viii. Sales/sampling rights
    - ix. Opportunities for client/staff/customer engagement
  - F. Sponsorship requirements
    - i. Full title sponsor (exclusive): \$X-specify package
    - ii. Co-Sponsor: \$X-specify package
    - iii. Other packages: \$X
  - G. Summation/closing of proposal