



## Preparing your sponsorship proposal.

**Make your proposals specific to the sponsor and your club.**

A 'sponsorship proposal' describes your ideas to potential sponsors. By creating unique proposals for each business, you increase your chance of success.

One-size-fits-all proposals don't often win sponsors, it's about quality not quantity.

- 1 RESEARCH** the potential sponsor's business (see the *Choosing the right sponsors for you* resource).
- 2 CREATE** a snapshot of your club, e.g. PDF, video etc..
- 3 CALL** the business to set up an introductory meeting (see the *How to approach sponsors* resource).
- 4 EMAIL** to follow-up, sending your club snapshot.
- 5 MEET TO LEARN** about their business goals, values and what they want from sponsorship.
- 6 SEND** a sponsorship proposal tailored to their goals, values and needs.
- 7 MEET TO NEGOTIATE** a detailed written sponsorship agreement (see the *Negotiating a sponsorship agreement* resource).

"Getting sponsored is only the tip of the iceberg! The preparation under the surface is what sets you up for great sponsorship."



### Remember!

Always keep the proposal focused on the sponsors, showing them you understand their business needs and goals.