



Guidelines for developing a sponsorship proposal

In the course of developing your sponsorship proposal you are advised to focus on the following key areas;

- **Why you are approaching them** - what it is about their brand, their products etc. Remember to say they are fantastic, not just that you are contacting them because you NEED something.
- **What is the key reason you need sponsorship** - you need to sell this with passion and commitment. You need to sell it with certainty that you will achieve this goal.
- **Brief summary of what your cause involves.**
- **What are some of the key attributes of the cause.**
- **Brief outline about your group** if it needs to be explained a little.
- **The synergies between their brand/organisation and your project.**
- **What specifically you are asking from them** i.e. dollar value and what it would go towards. Include a budget and a timeline. You also need to consider duration of the sponsorship - is this a one-off. A longer term may indicate you are committed to investing time and effort into building a relationship with the sponsor.
- **What specifically you can offer** - try and be a little creative.
- **Summary** - ask for assistance, but never beg for help. Sell the idea that with their help you WILL reach your goals for your cause, and they can help make a difference.

Lastly, everything is always negotiable in a sponsorship contract, but if you make it as far as the foot in the door and even have a discussion about dollars/product the sponsor has probably already decided to sponsor you, so don't give away too much too soon.