**SPONSORSHIP PROPOSAL TEMPLATE**

This template of a sponsorship proposal is designed to assist clubs when seeking grant funding or sponsorship for meets and events.

**Cover Page**

• Name of Club

• Name and address of Club

• Contact telephone/fax number, email address

**Table of Contents**

**Executive Summary**

This is the first item that will be read. It should be no more than one page in length and should include a mission statement and explain the aim of the event/club activity/team. The summary should briefly explain the contents of the business plan and give a good overview of the club.

**Purpose of the application or proposal**

Here you should indicate why you are seeking grant funding or sponsorship and how the money will be spent. This could be to build or replace infrastructure, for prize money or to help cover costs and ensure the success of the event.

**Description of the Event/Activity/Meet/Team-Squad**

Describe what the project is about, its history and current status, whether it is a local, regional or national event and whether it is part of a circuit of events or a one-off event.

Outline the duration of the project including its start and finishing time. Include details of any extra activities you would hold that would add value to the main event. These might attract greater numbers to the event and could be:

• A concert following the event

• A cultural show (e.g. by swimmers or parents)

• Market stalls

**Description of the Successes of the Club**

Describe the highlights of the last couple of years for the club/successes.

**Club Structure and Team Support**

Here you outline the legal structure of the organising body/Committee members/coaches. Indicate whether it is incorporated or not, or registered for GST. Give details of the Management team/Event Secretariat and any specialist technical support, or key advisors, if applicable. Mention affiliations with any other relevant body and include a copy of your constitution.

This section would include the history of the club and its numbers. It should also identify the number of people required to run the event and availability of personnel/community volunteers to do so, to demonstrate that you have sufficient human resources to stage the event.

**Marketing Plan**

This should include the following:

• Identify your target market

• Give details of any branding policy i.e. if you have a logo

• Marketing Budget, Strategies and Action Plan: I.e. implementation and timing. This section should I include details of advertising and promotional activities such as the:

o Production and distribution of fliers and posters

o Radio and TV advertising

o Press releases in local newspapers

o Any co-operative marketing strategies.

In the plan you should

• Name the activity i.e. production of a flier or poster, press release or radio or TV ad, advertisement in magazines, local newspapers etc.

• When it/they will be produced and distributed

• Where is will be distributed, in the case of radio or TV let the sponsor know the area of coverage of the network

• Cost of production and distribution

The table below is an example of how to set out a marketing strategy and action plan

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Activity** | **Distribution** | **Timing** | **Responsibility** | **Cost** |
| What action? i.e.  production of  flyer, preparation  of media release  etc. | Where fliers to go  go – local,  national? Where  will media  releases be sent? | Date by which  this should be  done | Who will have  responsibility for  implementing the  task | $ |
|  |  |  |  |  |
|  |  |  |  |  |

Note: Your marketing plan is important to sponsors. They will evaluate your proposal in terms of their return from investing in your event, which means they will look at the plan to see where they will benefit and how much publicity they are likely to receive from your advertising campaign.

**Participants**

Identify who will be the participants – what are the likely numbers of competitors based on previous events/meets, (if relevant) how will you attract competitors and where will they come from.

Indicate if you are offering incentives such as packages built around accommodation. Event fee if applicable and entry to any additional activities taking place over the same weekend.

**SWOT Analysis (optional)**

Include a SWOT analysis. Here you examine and list the strengths, weaknesses, threats and opportunities of your event.

• Strengths

• Weaknesses (these are within the organisation/event)

• Opportunities

• Threats (these come from outside)

This will help to show why the event will be a success and ought to be more favourably regarded that other events that are competing for the same sponsorship dollars.

**Financial Data**

**Sponsorship**

Sponsorship can be in a number of forms:

• Cash

• In kind assistance i.e.

• donation of trophies, prizes

• use of equipment, uniforms, t-shirts, swimming caps, water bottles, food, provision of services from local contractors

• Provision of materials if infrastructure is required to be built.

**Sponsorship proposals**

When preparing a sponsorship proposal, give a clear outline of arrangements – what you are asking for, how much and how sponsors will benefit in return. There can be different levels of sponsors; each of these offer the sponsor a different level of exposure and benefits relating to the amount of money offered.

Top level - naming rights/principal partner sponsorship for instance make sure naming rights to the event/club/team as well as being recognised in all advertising activities and receiving a number of complimentary tickets to the swim meets. Other levels of sponsorship will be offered less.

Remember when sponsors are considering proposals, they evaluate what they will receive in return for their sponsorship dollars. They will be looking for and expect to be given recognition and publicity.

Their return may take the form of:

• The opportunity for naming rights of the overall club/team

• Individual swim meet or club nights naming rights

• Media exposure

• Recognition in all promotional literature and press releases – use of their logos on all literature

• Acknowledgement in signage around the swim meet

• The opportunity to put their own signage around the venue

• Allocation of seats and complimentary tickets to the event and any value added attractions or activities.

• Meals, hospitality at meet/prize giving

• Opportunities to showcase their product at the event i.e. space available for sponsor’s tents (this is not always the case and depends very much on the type of event and company offering sponsorship).

• An official role such as presentation of trophies

• Logo on uniforms

• Logo on website

Please Note: Swimming Otago recommends that you check before approaching a sponsor where there may be conflict of interest with an existing sponsor of Swimming Otago.

**Budget Template**

|  |  |  |  |
| --- | --- | --- | --- |
| **Income Sources** | **$** | **Expenses** | **$** |
| Swimmer’s Fees |  | Coach Expenses |  |
| Sponsorship/Grants |  | Catering Costs |  |
| Meets Income |  | Pool Hireage |  |
| Catering – food/canteen |  | Hiring Costs, other equipment |  |
| Drinks |  | Capital Costs (if any) |  |
| Donations |  | Insurance |  |
| Any sales |  | Production of promotional items |  |
| Raffles |  | Marketing expenses (from Marketing Plan) |  |
| Other value adding activities (i.e. competitions) |  | Prizes |  |
| Other |  | Other |  |
|  |  |  |  |
| **TOTAL** |  |  |  |

**Supporting Documentation**

Provide supporting documents which may include the following:

• Examples of promotional material and media releases relating to previous events

• Other appropriate documentation

• Photographs of swim meets

• Positive Quotes from swimmers/parents

For grant applications, the following information will be required:

• Letters of support – you can call to request this from Swimming Waikato

• Achievements

• Check the deadlines of applications

Example of the checklist from The Lion Foundation:

• Please check this list to ensure you’ve attached all the information we need and have correctly completed the form.

• Have you attached proof of Charities Commission registration?

• If you are not registered with the Charities Commission, have you included your IRD income tax exemption letter?

• If your organisation is affiliated to a regional or national body, have you attached verification?

• Have you attached a copy of the Certificate of Incorporation?

• Have you attached a signed copy of the resolution from your minutes to apply for funding?

• Have you attached a copy of your most recent annual financial accounts?

• Have you attached an original pre-printed deposit slip or an original bank statement so we can direct credit funding into your account once approved? (Note: personal bank accounts are not permitted)

• If applicable, have you attached proof of timing of your event or activity? E.g. itineraries, programmes or sports draws?

• Have you attached TWO competitive quotes for each item addressed to your organisation and showing GST content? Note: Quotes should be less than three months old, on supplier’s letterhead and show GST

content.

• Have you completed and signed the attached application form?

• Has the ‘Consent to audit’ been signed by two of your organisation’s authorised signatories?

For schools, the Chairperson and Principal must sign.

• Have you kept a photocopy of the application form and quotes for your records?

GOOD LUCK!