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SPONSORSHIP PROPOSAL

Between (Club Name) and (Company Name)

20XX

## **A close up of a logo  Description automatically generated**

To (Name), (Position), (Company),

(Introduce the Club and a brief outline of the most recent Season).

I would like you to consider Sponsorship of the (Club Name) for the (length of contract).

This document will provide you with some more information about the Club and its Sponsorship Packages, as well as the benefits that your company will be privileged to receive as a Sponsor of the Club.

If you require any further information, please do not hesitate to contact the Club Sponsorship Coordinator on the details provided below.

With Regards,

(Name)

Sponsorship Coordinator

(Club Name)

(Mobile Number)

(Email Address)

## Background

* Insert Club History here...

## Club Values and Expectations

* Insert information about Club values and expectations of members. This should be found in the Club’s Business plan

## Member Demographics

• There are a total of (insert total number of players here) members at the Club.

* + Senior Club: (insert no.) players
	+ Junior Club: (insert no.) players
	+ Female: (insert no.) players
	+ Masters: (insert no.) players
	+ Social Members: (insert no.) members
	+ Other Members: (insert no.) members

## Competitions Entered

* The Club has (insert number) senior Men’s teams which compete in the (enter league name) (insert Division/s).
* The Club has (insert number) senior Women’s team which compete in (enter league name) (insert Division/s).
* The Club has (insert number) Junior teams which compete in the (insert Junior competition and Division/s).

## Club Achievements

* Men’s Premierships
	+ Insert years and grades
* Women’s Premierships
	+ Insert years and grades
* Junior Premierships
	+ Insert years and grades

## Club Awards

The Club presents a number of awards each year that are aimed at growing the sport in terms of player participation and club management.

## Annual Club Awards

* Insert name of awards

## Club Recruitment Programs

* Insert recruitment programs if applicable (e.g. Annual School Recruitment Program) followed by a short explanation.

## Media and Marketing

* How and where does your club advertise?
* What social media platforms does your club have and how many followers for each?

## Hospitality Opportunities

The Club has a vibrant and active player and supporter base. In (insert year), its grounds play host to:

* (insert number) home games with (insert number) of spectators per game
* Insert any other club days or events here

The networking and hospitality opportunities at the club are endless and vital for sponsors interested in mixing business and sport.

## Current Club Sponsors

(Insert logos /list of current Club sponsors)

## The benefits detailed in the section below are in draft and are open for negotiation. Our aim is to tailor the partnership benefits to suit the Sponsor’s needs.

## SPONSORSHIP BENEFITS

(Insert sponsor name)

1. Official Designations
	1. (Major/minor) Sponsor of the Club.
2. Use of Logos/IP
	1. The right to use the Club’s logo in connection with this sponsorship.
3. Sales lead generation
	1. Access to the Club’s junior, women’s and men’s players, members, umpires, coaches and supporters via our Club database for the purpose of advertising and communication special offers to Club members in line with privacy laws.
	2. 1 x Club newsletter posts per year of the sponsorship
4. Membership
	1. 1 x Club Membership.
5. Branding
	1. Logo on (insert team names) Team Guernseys’.
	2. Logo on all official publications and invitations produced by the club, including invitations for (insert a club event here e.g. Annual Club Dinner), Club brochures and manuals. (Please note: you may wish to put some of the sponsorship money aside for a range of these above benefits).
6. Hospitality & Networking
	1. 1 x ticket to the Sponsors Day.
	2. 1 x complimentary ticket to the Club Best & Fairest Presentation Night.
7. Signage
	1. 1 x External Club room signage.
	2. 1 x Internal Club room signage.
	3. 1 x signage displayed at home games during home/away season
8. On-line
	1. Logo recognition and link on the Club website: (insert website address)
	2. Website news article and Facebook Page post announcing the sponsorship
	3. 2 x Facebook/Instagram posts per year of the sponsorship
9. Jersey
	1. 1 x (Insert year) Club signed and/or framed guernsey

## (CLUB NAME) BENEFITS

* List the sponsorship benefit/s to the Club here (e.g. $2000 cash sponsorship to fund the team, including jersey design and production).

## TERM

It is proposed that this sponsorship would be for the (insert year, e.g. 2024) and (insert year, e.g. 2025) calendar years.