[A green sign with white text

Description automatically generated](https://www.smartsheet.com/try-it?trp=12013&utm_source=template-word&utm_medium=content&utm_campaign=Event+Sponsorship+Proposal+Example+for+Microsoft+Word-word-12013&lpa=Event+Sponsorship+Proposal+Example+for+Microsoft+Word+word+12013)**Microsoft Word   
Event Sponsorship   
Proposal Template Example**

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SPONSORSHIP PROPOSAL FOR

HARMONY MUSIC FEST 20XX

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| --- | --- | --- |
| PREPARED BY |  | DATE |
| Jorge Posada | | MM/DD/YY |

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| INTRODUCTION | Thank you for considering a partnership with the Harmony Music Festival 20XX. This proposal outlines how your brand can benefit from sponsoring our event, which celebrates diversity in music and culture and attracts attendees from across the nation and beyond. |

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| ABOUT THE EVENT | The Harmony Music Festival is a three-day event taking place from August 15-17, 20XX, in Austin, Texas’s beautiful Zilker Park. Featuring a lineup of artists from genres including indie, rock, and electronic music, the festival aims to bring together music lovers in a celebration of diversity, creativity, and community. Expected attendance is over 50,000 people. |

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| 1. SPONSORSHIP OPPORTUNITIES | Sponsorship at Harmony Music Festival offers visibility in a dynamic setting, engagement with a diverse audience, and association with a premier cultural event. Opportunities include stage naming rights, VIP experiences, branded installations, and more. |

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| 1. BENEFITS OF SPONSORING | Sponsors can expect significant exposure through event branding, social media promotion, and direct engagement with attendees. Benefits also include enhancing your brand’s reputation by supporting arts and culture and connecting with a wide demographic in a meaningful way. |

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| 1. SPONSORSHIP PACKAGES | Below are this year’s festival sponsorship packages. |
| **Diamond Suit with solid fillPLATINUM** SPONSORSHIP  PACKAGE | |
| • Main stage naming rights  • Logo on all marketing materials  • 20 VIP passes  • Exclusive meet-and-greet with artists  • Prime location for promotional booth | |
| **Diamond Suit with solid fillGOLD** SPONSORSHIP  PACKAGE | |
| • Secondary stage naming rights  • Logo on selected marketing materials  • 10 VIP passes  • Social media shoutouts  • Promotional booth space | |
| **Diamond Suit with solid fillSILVER** SPONSORSHIP  PACKAGE | |
| • Logo on festival website  • 5 VIP passes  • Mention in all press releases  • Promotional booth space | |
| **Diamond Suit with solid fillBRONZE** SPONSORSHIP  PACKAGE | |
| • Logo on festival website  • 2 VIP passes  • Mention in select social media posts | |

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| 1. CUSTOM SPONSORSHIP OPPORTUNITIES | We are open to creating custom packages that align with your marketing goals. Whether it is hosting a branded lounge, sponsoring exclusive workshops, or owning unique on-site activations, let’s make something memorable together. |

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| 1. MARKETING AND PROMOTION PLAN | Our comprehensive marketing strategy includes targeted social media campaigns, influencer partnerships, email marketing, and local and national press coverage, ensuring that sponsors receive maximum visibility before, during, and after the festival. |

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| 1. ABOUT US | Melody Events Co. is an experienced event planning and production company specializing in music festivals. We are committed to creating unforgettable experiences that celebrate music, culture, and community. |

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| 1. PREVIOUS EVENT SUCCESSES AND TESTIMONIALS | Last year’s Harmony Music Festival was a resounding success, with over 45,000 attendees and features in major music and lifestyle publications. Sponsors reported excellent ROI, with significant increases in brand awareness and customer engagement. Testimonials from past sponsors and attendees are available upon request. |

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| 1. contact information | For more information or to discuss sponsorship opportunities, please contact:  Suzyn Waldman, Sponsorship Coordinator, Melody Events Co. (phone | email) |

DOCUMENT SIGN-OFF

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| PREPARED BY |  |  |
| Jorge Posada, Director of Partnerships | | |

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| REVIEWED BY |
| Suzyn Waldman, Melody Events Co. | |

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| APPROVAL |
| Joe Torre, VP of Partnerships | |

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