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Sponsorship Proposal Template Example**

Sponsorship Proposal For: Active Steps 20XX – Community Wellness Program



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| Prepared By |  | Date |
| Victoria Pearson | | 10/11/20XX |

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| **Introduction** | Welcome to the sponsorship proposal for Active Steps 20XX: Community Wellness Program, a transformative initiative promoting health, wellness, and active living within underserved communities. This proposal details how your financial support will empower local residents through fitness programs, health education, and community-building activities while positioning your brand as a leader in social responsibility and community support. |

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| **About the Project or Initiative** | Active Steps 20XX is a community wellness program launching in March 20XX and running through December 20XX. The program will reach over 10,000 participants through free fitness classes, health workshops, and public wellness events across Greendale. With a focus on creating accessible, sustainable wellness opportunities, Active Steps 20XX aims to reduce health disparities, build community bonds, and encourage healthy lifestyles for residents of all ages and backgrounds. |

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| 1. **Sponsorship Opportunities** | Sponsors can benefit from high-impact visibility and engagement opportunities, including:   * **Branded Program Materials:** Logo placement on workout equipment, participant T-shirts, and informational pamphlets * **Digital and Social Media Presence:** Mentions across the program’s social media channels, newsletters, and website * **Community Event Sponsorship:** Logo placement at major events, like wellness fairs, fitness competitions, and family health days * **Public Acknowledgments:** Recognition as a key partner during press releases and opening/closing ceremonies |

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| 1. **Benefits of Sponsoring** | Sponsoring Active Steps 20XX provides:   * **Enhanced brand recognition** across wellness program materials and media channels, creating a connection with community members * **Positive CSR alignment**, showcasing your company's commitment to wellness, accessibility, and community betterment * **Increased audience reach** through strategic mentions in press coverage, social media, and newsletters * **Direct interaction with community members** through on-site branding and sponsor-hosted wellness activities |



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| 1. **Sponsorship Packages** | Below are the specific sponsorship packages for Active Steps 20XX, each designed to maximize sponsor engagement and brand visibility. |
| * **Platinum** Sponsorship Package: The platinum package includes exclusive recognition as the primary financial sponsor, premium logo placement on all program materials and digital platforms, participation in press interviews, 25 VIP passes to wellness events, including reserved seating and networking opportunities with community leaders, dedicated social media campaign features, and thank-you video inclusion by program organizers. * **Gold** Sponsorship Package: The gold package includes high-level logo placement on workout gear, digital content, event banners, co-branding of specific fitness classes, 15 VIP passes to wellness events, access to sponsor appreciation luncheons, acknowledgment in email newsletters sent to participants, and weekly social media posts. * **Silver** Sponsorship Package: The silver package includes logo placement on select digital materials and signage at monthly events, sponsor recognition on the program's website, ten complimentary tickets to major wellness events, post-event newsletter mentions, and sponsor highlight posts. * **Bronze** Sponsorship Package: The bronze package includes logo presence in digital communications, a thank-you mention on social media, access to general program updates, and five general admission tickets to wellness events. | |

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| 1. **Custom Sponsorship Opportunities** | We offer sponsorship packages to meet specific goals. Options include exclusive sponsorship of community events, co-branded wellness kits for participants, or customized health education materials. These packages allow unique engagement opportunities aligning with your brand values. |

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| 1. **Marketing and Promotion Plan** | Our comprehensive promotion plan for Active Steps 20XX includes:   * **Pre-launch Digital Marketing:** Targeted social media announcements, countdown posts, and feature stories on our website * **Press and Media Outreach:** Coverage by *HealthyLife News* and *ActiveCitizen Journal* to reach a wider audience * **Live Event Updates:** Real-time social media posts, event highlights, and interviews with sponsors and participants * **Post-Event Recaps:** Video highlights and photos shared on the program's website and social channels |

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| 1. **Financial Transparency and Reporting** | Active Steps 20XX commits to periodic reporting and financial transparency to ensure transparency and accountability. Sponsors will receive quarterly reports detailing fund allocation, event attendance metrics, and overall program impact. |

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| 1. **Previous Sponsorship Successes** | Our previous program, Fit Forward 20XX, successfully engaged over 8,000 participants and garnered local media coverage. Sponsors such as Green Path Wellness reported positive brand engagement, noting that "Fit Forward created lasting connections with our brand and reinforced our commitment to community wellness." |

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| 1. **Contact Information** | For sponsorship inquiries, please contact:  Sasha Petrov  Sponsorship Coordinator, Greenway Initiatives  Email: sasha.petrov@greenwayinitiatives.org  Phone: (555) 234-7891 |

Document Sign-Off

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