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**Microsoft Word
Nonprofit Sponsorship
Proposal Template**

Sponsorship Proposal for:

Event or Initiative

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| Prepared By |  | Date |
|  | MM/DD/YY |

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| Introduction | Introduce the nonprofit organization and the purpose of the sponsorship proposal. Highlight how the sponsor's involvement will support the nonprofit's mission and cause. Emphasize the social and community impact of the partnership and how it aligns with the sponsor's corporate social responsibility (CSR) goals. |

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| About the Nonprofit and Mission | Describe the nonprofit organization, its history, and its mission. Explain the cause or project the sponsorship will support, such as an upcoming event, outreach program, or community initiative.  |

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| 1. SponsorshipOpportunities
 | Outline the opportunities for sponsor involvement, like brand visibility in fundraising events, inclusion in nonprofit campaigns, or recognition at community outreach programs. Determine how physical spaces and digital platforms feature the sponsor's brand. |

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| 1. Benefits of Sponsoring
 | Describe the benefits the sponsor will receive, including enhanced brand reputation, alignment with social causes, and visibility in nonprofit communications. Focus on how sponsorship can improve the sponsor's public image and provide a sense of goodwill through their support of the nonprofit's mission. |

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| 1. Sponsorship Packages
 | Outline the sponsorship levels available, such as Platinum, Gold, Silver, and Bronze packages. For each level, detail the benefits, like logo placement, event recognition, and exclusive access to nonprofit VIP events.  |
| **Diamond Suit with solid fillPlatinum** Sponsorship Package |
| Describe the highest-level benefits that provide maximum exposure and exclusivity. |
| **Diamond Suit with solid fillGold** Sponsorship Package |
| Describe the second-highest benefits that offer strong brand visibility and engagement opportunities. |
| **Diamond Suit with solid fillSilver** Sponsorship Package |
| Highlight mid-tier benefits that include moderate visibility and interactive opportunities. |
| **Diamond Suit with solid fillBronze** Sponsorship Package |
| Provide details on entry-level benefits that offer basic brand visibility. |

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| 1. Custom Sponsorship Opportunities
 | Offer flexibility for sponsors to create custom sponsorship packages that align with their CSR goals or marketing strategy. This might include co-branded initiatives, sponsoring specific nonprofit programs, or contributing to event-specific needs like catering or transportation. |

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| 1. Marketing and Promotion Plan
 | Summarize the marketing and promotion efforts for the nonprofit initiative, focusing on how campaigns feature the sponsor. Include social media outreach, press releases, event communications, and digital marketing efforts. |

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| 1. Social Impact and Community Alignment
 | Explain how the nonprofit's work positively impacts the community and how the sponsor's support contributes to this cause. Highlight the social and community benefits, demonstrating how the sponsorship aligns with the sponsor's CSR goals and promotes goodwill.  |

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| 1. Previous Sponsorship Successes and Testimonials
 | Showcase successful partnerships from past events or initiatives, highlighting the outcomes and positive social impact. Include testimonials from past sponsors, beneficiaries, or community members positively affected by the nonprofit's work. |

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| 1. Contact Information
 | Provide the contact details for the nonprofit's sponsorship coordinator. |

Document Sign-Off

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