**[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=12265&utm_source=template-word&utm_medium=content&utm_campaign=Blank+Sports+Sponsorship+Proposal-word-12265&lpa=Blank+Sports+Sponsorship+Proposal+word+12265)Microsoft Word Sports Sponsorship   
Proposal Template**

Sponsorship Proposal for:

Event or Property

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

Contents of This Sponsorship Proposal

[1. INTRODUCTION 2](#_Toc182913894)

[2. ABOUT THE SPONSORSHIP 2](#_Toc182913895)

[3. SPONSORSHIP OPPORTUNITIES 3](#_Toc182913896)

[4. BENEFITS OF SPONSORING 3](#_Toc182913897)

[5. SPONSORSHIP PACKAGES 4](#_Toc182913898)

[6. CUSTOM SPONSORSHIP OPPORTUNITIES 5](#_Toc182913899)

[7. MARKETING AND PROMOTION PLAN 5](#_Toc182913900)

[8. AUDIENCE REACH and MEDIA COVERAGE 6](#_Toc182913901)

[9. SPONSOR ACTIVATION OPPORTUNITIES 6](#_Toc182913902)

[10. PREVIOUS SPONSORSHIP SUCCESSES 7](#_Toc182913903)

[11. contact information 7](#_Toc182913904)

|  |  |
| --- | --- |
| Introduction | Provide a brief overview of the sponsorship proposal, explaining the purpose of the partnership and how it will benefit both your organization and the sponsor. Introduce your sports property (team, league, competition, etc.) and highlight how it aligns with the sponsor's brand or marketing objectives. |

|  |  |
| --- | --- |
| About the Sponsorship | Provide specific details about the sponsored sports property or initiative. Include the type of sport, key objectives, and target audience. Mention relevant information such as the team's history, league status, or community involvement to give the sponsor a better understanding of the partnership's potential. |

|  |  |
| --- | --- |
| 1. Sponsorship Opportunities | Outline the sponsorship opportunities available, including brand placement on uniforms, venue signage, digital and broadcast exposure, or other promotional elements. Provide details on how and where the sponsor's branding will appear. |

|  |  |
| --- | --- |
| 1. Benefits of Sponsoring | Describe the specific benefits the sponsor will gain from this partnership, including increased brand visibility, access to a loyal and engaged fanbase, media exposure, and alignment with a positive, community-driven sport. Provide examples of how sponsorship will enhance the sponsor's brand reputation and help them achieve their business goals. |

|  |  |
| --- | --- |
| 1. Sponsorship Packages | Outline the sponsorship levels available. Use the Platinum, Gold, Silver, and Bronze packages provided below, or create custom tiers. For each level, specify the benefits, including logo placement, promotional opportunities, complimentary tickets, VIP access, and more. |
| **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. | |

|  |  |
| --- | --- |
| 1. Custom Sponsorship Opportunities | Include options for creating custom sponsorship packages tailored to the sponsor's goals. Describe how you are open to working with the sponsor to develop unique brand activations or tailored experiences that align with their marketing strategy. |

|  |  |
| --- | --- |
| 1. Marketing and Promotion Plan | Summarize the marketing and promotional efforts planned for the sports property or event, focusing on how the sponsor will be featured. Include details about social media campaigns, email marketing, press releases, and media partnerships. |

|  |  |
| --- | --- |
| 1. Audience Reach and Media Coverage | Provide a detailed breakdown of the anticipated audience reach, including viewership statistics and social media engagement. Include demographic insights, such as age, gender, and location of your fanbase, to demonstrate alignment with the sponsor's target market. If available, offer data from previous seasons or events to showcase your established audience and media coverage. |

|  |  |
| --- | --- |
| 1. Sponsor Activation Opportunities | Outline the various opportunities for sponsors to engage directly with your audience on-site and online. These might include branded fan experiences such as booths, contests, halftime shows, and interactive social media campaigns or giveaways. |

|  |  |
| --- | --- |
| 1. Previous Sponsorship Successes | Highlight successful sponsorships from previous seasons or events, including relevant statistics like audience engagement, media impressions, and return on investment (ROI) for past sponsors. |

|  |  |
| --- | --- |
| 1. Contact Information | Provide the contact details of the sponsorship coordinator or the relevant team member managing sponsorship inquiries. Include multiple contact options, such as email and phone number, and encourage sponsors to reach out for further discussions or additional information. |

Document Sign-Off

|  |  |  |
| --- | --- | --- |
| Prepared By |  |  |
| Name | | |

|  |
| --- |
| Reviewed By |
| Name | |

|  |
| --- |
| Approval |
| Name | |

|  |
| --- |
| **DISCLAIMER**  Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |