



Sourcing Sponsorship

Sponsorship is a form of cash or in-kind contribution (prizes, time, equipment, and services) provided in exchange for brand acknowledgement (logo, name or message).

Forms of sponsorship

- Naming Rights
- Brand/logo/name exposure - for example: on banners, logos on advertising, etc.
- Signage Rights
- Message Promotion

Seeking Sponsorship Checklist

What	<p>What is your group seeking sponsorship for – for example: an event, activity, the group, newsletter?</p> <p>What are you asking for – for example: cash, prizes, time, equipment, supplies, services?</p>
Who	<p>Who are appropriate sponsors for your project or organisation?</p> <p>Research potential sponsors – understand their goals to target your proposal to meet their needs.</p> <p>Who should the sponsorship request be addressed to i.e. the person who decides on sponsorships?</p>
Offer	<p>Develop a package of sponsorship offers i.e. what your group can offer in exchange for sponsorship.</p> <p>Be clear about the benefits for the potential sponsor – it's a commercial proposal. For example: for \$1000 you get a), b) and c; for \$5000 you get a), b), c, and d.</p>
Approach	<p>Find out when it is a good time to make an approach.</p> <p>The request letter should be no more than two pages, preferably one page. Refer to Sponsorship letter template.</p> <p>Small sponsorships can be sought by phone or in person. Draft a script for phone requests..</p>
Follow Up	<p>Always make follow up phone calls within two weeks of sending a sponsorship request letter.</p> <p>Speak to or meet with the decision maker to make a case for your sponsorship offer.</p>
Patience	<p>Don't give up if your request is rejected.</p> <p>Review your sponsorship offer and look for alternate sponsors.</p>

DISCLAIMER

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