



Week 4: Outstanding Sponsorship Proposals

WildWomanFundraising.com

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How to research what sponsors want.....	2
Ideas to make the sponsorship even more valuable for your sponsor.....	5
Estimating Your Reach.....	7
Logistics Worksheet: Online Marketing Channels.....	11
7 key elements of a good sponsorship proposal.....	12
Coming back with a customized proposal.....	16
How much should your sponsorship levels be? What makes sense?.....	19
How do you add value to justify different levels of sponsorship?.....	21
Feedback on your sponsorship letters and packets.....	22
Conclusion.....	28
Further Resources.....	29

This is a truncated sample of the [Ultimate Guide to A Bigger Sponsorship](#) e-course

...Ideas to make the sponsorship even more valuable for your sponsor

Build in ways for your sponsor to network with other sponsors or elected officials.

Brainstorm ways for sponsors to create a unique marketing opportunity at the event.

Increase the reach of sponsorship.

The Buddy Walk talks about how the sponsor can gain exposure from their marketing channels.

Additionally, as an all-volunteer 501(c) 3 organization, we reach out to our members and the larger community in the most effective, yet cost-efficient ways possible. Our e-mail newsletter goes out to 700 recipients twice monthly. We send our print newsletter to our members and an additional 250 healthcare, education, housing and other service providers across the state quarterly. Anyone can join the conversation on our Yahoo list, which typically generates between 100 and 200 messages per month. Our Facebook page typically reaches 500 to 1,000 viewers per week. And, finally, the public can view our website at www.ctdownsyndrome.org. Our Buddy Walk campaign runs from August through November. **As a sponsor, that would mean more than 15,000 opportunities for your organization's message of caring to shine.**



Please review our sponsorship levels. Should you wish to be a presenting sponsor, consider this a starting point. We will happily work with you to develop a sponsorship package that adequately reflects your organization's generosity.

With donations of funds or goods from your organization, we can make this day a memorable experience for our walkers, while we build a brighter future for people who have Down syndrome.

How could we make this stronger?

1. Put numbers of people reached in each channel in a bulleted list
2. Since it's a walk, you've got signage you could add to the potential reach of the event.
3. Take out most effective, yet cost-efficient ways possible. The company doesn't care. They want to know who will be at your event, and what purchase power they have.

For example, if it's Toys-R-Us that you're going after, tell them that you have 60% participation from moms who buy toys regularly. Tell them they can reach their target demographic, and you can drive how this company becomes a sponsor.

4. Have some testimonials from sponsors from previous years, or share who has been a sponsor in years past. Show the sponsor that it's time to jump on the bandwagon!
5. Read your proposal out loud and cut out anything that doesn't flow like you talk.

Can you think of any other ways to improve this proposal?

Estimating Your Reach

How to find and show your demographics

How can you measure the kinds of people at your event?

Have local college students ask people some questions

Make them answer a survey when they buy tickets.

If your sponsor has deep pockets, you might want to get them to pay for third-party analytics firms or digital analytics companies

What demographics are they interested in?

- What are the specific kinds of people they target? What are these people's lifestyles, priorities, motivations?
- What do they want them to know, believe, feel, or understand?
- What do they want these people to do? Choose their brand more often, try it for the first time, recommend it to others, or something else entirely?
- Do they have an experience they'd like to create for a certain kind of person?

How can they track the impact of sponsorship?

Just because you're getting the word out doesn't mean it will translate to sales. SO, how can you help sponsors measure the impact of the sponsorship?

Create funnels such as:

Access to sponsorship-driven promotions, unique content, or something else with a purchase.

Click-throughs to purchase from a sponsor micro-site or social media activities.

Calls to hotlines and/or SMS from people wanting to learn more about the sponsor's products.

Click throughs to do things that are trackable and could lead to purchase from sponsors' micro-site or social media (For example: Downloading software, creating an appointment, filling out sponsor survey).

How do you calculate your reach?

Offline You'll want to:

- Get a rate sheet from the Newspapers.
- Ask the potential reach of the radio stations & TV stations.
- Street banner

If you hang advertisements, for example a street banner, that reach can be determined by calling your department of transportation and asking about traffic on that street corner for a week or however long you're going to keep the advertisements up there.

Online You'll Want to:

- Ask about website traffic from webmasters (or look it up on Alexa.com).
- Your e-newsletter reach is the number of people on your mailing list.
- Your own website traffic (look at your GoogleAnalytics)
- Use TweetReach.com to see how many people are reading your tweets about your event. (Bonus: You could even make a hashtag about your event.)
- Use something like Sprout Social to calculate your reach across Facebook, LinkedIn, and Twitter.

Attendees: Your reach also includes the number of people who attend the event itself. Plus, your pre-event reach is the number of people at your pre-event.

If you're doing an _____-a-thon event, the reach can be determined by calling the department of transportation about walk areas and asking how many people pass that way on that particular day at that particular time.

Ways to get the word out Worksheet

Method	# potentially reached
Radio Station 1:	
Community Radio Station:	
Newspaper 1:	
Newspaper 2:	
Community Newspaper:	
TV Station 1:	
Local cable access TV station:	
Website 1:	
Website 2:	
Website 3:	
Website 4:	
Your e-newsletter	
Pre-event 1:	
People at event itself:	
Street Banner:	
T-shirts:	
# of Postcards/Invites/Flyers:	
Other: (Twitter, Facebook, Youtube, LinkedIn, Upcoming.org, Eventful?)	
Other:	
Other:	
Estimated Total Reach of Sponsorship	

Want to learn even more about sponsorship? Take [the Ultimate Guide to A Bigger Sponsorship e-course](#)

OR join us for [Fundraising Mastermind Elite](#), and get this course, and 10+ other courses and 60+ expert webinars for one low yearly price!

