

Sponsorship Proposal Template

Gaining sponsorship for an event or your organization can seem like a difficult task. Whether you are experienced with attaining sponsorships or if you are writing your first sponsorship proposal, you can use this template to make requesting sponsorship for your event or organization a little easier.

HubSpot Tip: Research the organization from which you are requesting funding. What is their specific mission? What do they want to know about organizations requesting sponsorship? Adapt this template to meet the specific data your potential sponsor requires.

Cover Letter

The first page of your proposal should consist of a cover letter directed to the potential sponsor. Thank the customer for accepting your proposal and briefly describe the project or event for which you are requesting sponsorship.

Explain how the sponsor would benefit from partnering with your organization. Then, briefly present the funding, services, or goods that you are requesting from the sponsor.

Be sure to include your contact information (e.g., email address and phone number) so that the potential sponsor can get in touch with you quickly and easily with any questions about your proposal.

HubSpot Tip: Include your organization's logo as a header, and add an electronic signature or hand-sign the cover letter for a personalized touch.

About the Project/Event

This section is your chance to convince the funder that your project deserves sponsorship. Explain the overall goals of your organization. Then, describe the nature of the project or event and why it is important.

If you are seeking sponsorship for an event, describe when the event will occur and who will attend. Explain how you will use the requested funding.

Tell the funder about the people and/or organizations the project would impact. Who are the key players in the project activities? Who will feel the results of its successful implementation?

Focus on the outcomes of the event or project. How will it improve the organization, the community, or the world?

HubSpot Tip: If appropriate for your industry, you might consider including an evaluation plan to indicate how you will measure success.

Sponsorship Levels

Often this type of proposal offers different levels of sponsorship that the potential sponsor can choose from. Each level comes with recognition and other incentives for the sponsoring organization.

Customize a table like the one below to present your sponsorship options.

Sponsorship Level	Benefits	Financial Commitment
Bronze	<ul style="list-style-type: none">• Recognition in newsletter	\$500.00
Silver	<ul style="list-style-type: none">• Recognition in newsletter• 1 logo placement	\$1,000.00
Gold	<ul style="list-style-type: none">• Recognition in newsletter• 2 logo placements• 2 tickets to gala	\$5,000.00
Platinum	<ul style="list-style-type: none">• Recognition in newsletter• 2 logo placements• Reserved table for 8 at annual gala	\$10,000.00

HubSpot Tip: Be sure to include any terms and conditions that your organization requires.

Conclusion

Use this section as a call to action from your potential sponsor. In a couple of sentences, describe the next steps and summarize the potential impact of your project and the need for the funding. Be as persuasive and as clear as possible.

HubSpot Tip: Provide your contact information (e.g., name, email address, and phone number) in case the reviewers have any questions about your proposal.