**SPONSORSHIP PROPOSAL**

This sponsorship package consists of:

1. Introductory Letter
   1. An executive summary
   2. A brief summary of the key elements of the proposal
   3. Address the benefits of sponsoring the club
2. Prospectus
   1. Introduction – profile of the club/sport
   2. Marketing objectives
   3. Components of the sponsorship and benefits
      1. Media Coverage
      2. Signage
      3. Sponsorship benefits
      4. Sponsor involvement
      5. Opportunities for the sponsor
   4. Value of the sponsorship to the sponsor

*IMPORTANT: Make sure that the introductory letter is personalised and addressed to the decision maker in the business concerned, and that you continue to personalise by referring to the person and the business throughout the introductory letter.*

**Introductory Letter**

<Club Logo / Letterhead>

<Club President / Sponsorship Coordinator>

<Club Name Inc.>

<Club Address>

<Phone>

<Date>

<Name>

<Position>

<Company Name>

<Address>

**Sponsorship Proposal**

Dear <Name>

Please find enclosed a sponsorship proposal for your consideration.

The <Club Name> Baseball Club Inc. has been providing baseball activities in the <insert area name here> community since <year>. Currently, the club has an active member base of <XXX> members, with players from under 8 through to Senior and Masters age groups. Collectively the club competes in over XXX baseball games over the season at various venues across the Gold Coast and Greater Brisbane areas.

The club is seeking a range of sponsors to support its activities for the 2012/2013 baseball season. The season commences in September 2012 and runs through until the end of March 2013. Over the course of the season, sponsor signage will be prominently displayed at the club ballpark and players will be highly visible in club uniform; seen by an estimated <3000+> spectators.

If you would like to discuss any part of this proposal further, please don’t hesitate to contact me. I will be in contact with you in the next < few days, couple of weeks > to discuss our proposal.

Kind regards

<Name>

<President/Sponsorship Coordinator>

<Club Name Inc.>

**Sponsorship Prospectus**

1. Introduction

The <Club Name Inc.> has been an integral part of the <community name> community since its establishment in <year>. Current club membership stands at <XXX> members. The Club is an important contributor of healthy, active sporting activities for the children and adults in the local community.

The Club is an incorporated not-for-profit body, affiliated with Baseball Queensland Inc. It provides players to compete at approximately <XXX> games per year at venues across the Gold Coast and Greater Brisbane areas. The game of baseball in Queensland is experiencing a time of growth, with player numbers increasing by <XX>% over the last <XX> years.

The Club is seeking a range of sponsors to assist with meeting the operational costs associated with the running of the club, provision of uniforms and member recruitment. Sponsorship packages on offer range from a Principal Sponsor to be the naming rights sponsor of the club, as well as a number of Silver and Bronze Sponsorships. The baseball season commences in September 2012 and runs through until the end of March 2013. Over the course of the season, sponsor signage will be prominently displayed at the club ballpark and players will be highly visible in club uniform; seen by an estimated <3000+> spectators, coaches, administrators, parents and other volunteers.

1. Marketing Objectives

* To secure a range of sponsors for the <Club Name Inc.>.
* Raise the profile of the <Club Name Inc.> in the Gold Coast Baseball community.
* To expand promotional activities in general at a local community level.
* <Add/change any other marketing objectives to club may have>

1. Components of the Sponsorship Package

Please refer to Appendix 1 for comprehensive details of the sponsorship packages on offer.

1. Value of Sponsorship to the Sponsor

By sponsoring the <Club Name Inc.>, it gives a unique opportunity to be involved with Baseball at a grass roots level, and in doing so forging a mutually beneficial relationship with an amateur sporting body. The sponsor would experience exposure of their brand and offerings at all club games over the 2012/2013 season at the club’s ballpark, the club’s web and social media sites, newsletters, flyers and other official club communications. In addition, the sponsor would enjoy the opportunity to attend the Club’s Sponsors Function.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **PRINCIPAL SPONSOR** | **SILVER SPONSOR** | **BRONZE SPONSOR** |
| **Number** | 1 | 3 | 6 |
| **Sponsor Investment** | $3000 (+ GST) | $500 (+GST) | $250 (+GST) |
| **Designation** | Naming Rights Sponsor  (officially known as the XXX Baseball Club Inc) | Club Major Sponsor | Club Sponsor |
| **Media and Communications** | Premier placement of logo on Club website, Facebook page, Press and other official communications materials | Logo on Club website, Facebook page, Press and other official communications materials |  |
| **Club Ballpark Naming Rights** | One branded area at club ballpark |  |  |
| **Cross Marketing Opportunities** | Access to club member email database for cross marketing opportunities\*\* |  |  |
| **In-Stadium Signage Rights** | Premier placement of One Outfield Fence sign (3000x2000)  Two Dugout signs (600x300) | One Outfield Fence sign (2000x1000)  Two Dugout signs (smaller than principal sponsor signs) | One Outfield Fence sign  (1000x500) |
| **Clothing and Equipment Branding** | √  (Logo on front or back of game jersey) | √  (Patch on sleeve of game jersey) |  |
| **Hospitality** | √  (Invitation to club sponsors function) | √  (Invitation to club sponsors function) | √  (Invitation to club sponsors function) |
| **Certificate of Appreciation** | √ | √ | √ |

Points to Consider

1. Sponsor fees and benefits are only a guide. Details can be added, changed or deleted to suit the needs of the club.
2. The club should consider whether the sponsor fee is to include the production costs of signage etc, or whether the production costs of signage are in addition to the sponsor fee. If the club agrees to absorb the production cost of signage, the club should investigate the cost of any such signage to ensure the club is making a profit from the sponsorship arrangement.
3. If the club agrees to offer the naming rights sponsor access to the club’s member email database, member registration forms would need to be amended to include wording to the effect:

|  |  |
| --- | --- |
| √ | Please tick here if you do not wish for your email address to be provided to the club’s principal sponsor for marketing purposes. |

<Additional Page for Extra Information. Delete if necessary>