# **(Club Logo)**

**(Photo)**

# **Sponsorship Prospectus**

Insert Season / Year

Insert Club Contact Details

**Cover Letter**

The cover letter should be prepared by your president or sponsorship coordinator. The cover letter sets the scene for the document and provides a brief overview of the club and the reasons you are seeking sponsorship.

**Club Overview**

This section provides an overview of the club to potential sponsors.

Consider including:

* Vision and values
* Background and history
* Membership and club profile
* Website and social media information
* Goals
* Strategic Plan overview (if applicable)

Add photos here and throughout document to tell the story of your club.

**Sponsorship Options**

Outline the various sponsorship options available, consider:

* Gold, silver, bronze or major sponsor, minor sponsor
* Junior club sponsor, senior club sponsor
* Oval sponsor, oval signage, equipment sponsor
* Uniform sponsor – consider making sponsorship available for certain uniform items e.g., match / training / social
* Venue partner – a hospitality venue that club members visit post-match
* Player sponsors
* In-kind sponsors
* Tailored packages
* Donations

Consider sponsorship conditions including funding amount and term of partnership.

***Example - Major Sponsorship***

This package is our club’s premier offering and provides the greatest visibility and opportunity for advantage for a business. The partnership between the major sponsor and the club is central to our communication, branding and recognition activities. The club will promote and encourage strong patronage and work with our major sponsor to ensure value and return on investment where it matters the most for your business.

|  |
| --- |
|  |
| **Signage/ Logo** | * Business logo on front of all player uniforms and off field social shirt for the length of the sponsorship
* Business logo central to clubrooms media screen
 |
|  | * Business logo on social media and website
 |
|  |   |
| **Communications** | * Business logo in all media distribution
* Headline of major club announcement
 |
|  | * Business logo in the club handbook
* Business logo in the club newsletter
* Opportunity to present about your business at a selection night dinner
 |
| **Events** | * Major event named after sponsor – to be negotiated
 |
|  | * Passes to annual major fundraiser
 |
|  |   |
| **Patronage****Tailored Features** | * Further details of club member patronage arrangements to be negotiated
* Arrangements specific to your businesses requirements to be negotiated
 |

**Sponsorship Conditions**

* **Exclusive** to one major sponsor for a 3-year commitment
* $10,000 per year for the length of the contract

**Summary of Sponsor Benefits**

Outline the various benefits for each sponsorship option available, consider including a summary table.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Sponsor Type** | **Website** | **Social Media** | **Clubroom Logo Board** | **Oval Signage** | **Present at Events** | **Club Apparel** | **Social Membership** | **Function Tickets** |
| Major Sponsor | Checkmark with solid fill | Checkmark with solid fill | Checkmark with solid fill | Checkmark with solid fill | Checkmark with solid fill | Checkmark with solid fill | Checkmark with solid fill | Checkmark with solid fill |
| Minor Sponsor | Checkmark with solid fill | Checkmark with solid fill | Checkmark with solid fill | Checkmark with solid fill |  |  | Checkmark with solid fill | Checkmark with solid fill |
| Uniform Sponsor | Checkmark with solid fill | Checkmark with solid fill | Checkmark with solid fill |  |  | Checkmark with solid fill |  |  |
| Oval Sponsor | Checkmark with solid fill | Checkmark with solid fill | Checkmark with solid fill | Checkmark with solid fill |  |  |  |  |

**Contact Details**

Include contact details for the sponsorship coordinator and/or president.

Invite potential sponsors to contact the club if they would like to consider an alternative sponsorship arrangement.

**Acceptance Form**

Organisation / Business Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

commits to provide sponsorship of the club for the term \_\_\_\_\_\_\_ - \_\_\_\_\_\_\_ in the following sponsorship category: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Sponsorship Value: $ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (P/A)

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_\_\_\_\_

Contact Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Position Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Tel: ( ) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Fax: ( ) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

E-mail: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please describe payment arrangements: (ie. Single lump sum payment, annual invoice, multiple payments per year)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Club Executive Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Club Executive Name & Role: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_\_\_\_\_

**Please note:** First payment is requested within 4 weeks of acceptance.

**Electronic Funds Transfer:**(Insert Bank Namet)
(Insert BSB)
(Insert Account Number)

**Cheques should be made payable to:** (Insert Club Name)
(Insert Club Address)