



**ESSEX BLADES [SPORTS CLUB]
SPONSORSHIP PROPOSAL**

Please note this document is a guide. It includes good practice and lots of different offers you can make to potential sponsors, but each Sports Club will have their own unique offers and should create their own proposal.

Remember, the more you are offering a potential sponsor, the more you should be charging.

Should a sponsor reply positively to your proposal and you wish to proceed, please email blades@essex.ac.uk where a member of Students' Union Sports Staff will help you complete the agreement. Please do not complete an agreement or sign anything without speaking to us first!

Dear [Potential Sponsor],

Re: [Sports Club] Sponsorship Proposal

Thank you for taking the time to read our [Sports Club] sponsorship proposal. I hope that you will read this document with interest.

Club representatives are available at your discretion to meet and further discuss any aspects of this proposal. Contact details for club committee members can be found at the end of this document.

The [Sports Club] looks forward to a favourable response to this document and hopes for a long and productive working relationship with you and your company.

Yours sincerely,

[Sports Club President Name]
[Sports Club] President 2022-23

Club Statement/Background - write a brief (max. 500 words) statement describing your club, including; the competitions you play in, the number of members in your club, number of teams/squads, etc. so your potential sponsor immediately has an understanding of your activity.

Recent achievements – any competitions you have won in the last 3 years, club/team awards at University Sports Awards etc. Have you made any other notable achievements, such as recognition from governing bodies for your efforts?

Charity/Volunteering – what charity and volunteering work have you completed in recent years?

Sponsorship Proposal – example!

TIER	BENEFITS OF SPONSORSHIP	SPONSORSHIP COST
Bronze	<ul style="list-style-type: none"> ▪ Sponsor name, logo and website/social link on club social media pages, cover photo and SU webpage. <p style="color: red;">All Sports Clubs have been emailed the number of views on their SU webpage in the last year.</p> <ul style="list-style-type: none"> ▪ Monthly shout-outs on social media specifically advertising the sponsor and their products/activity. <p style="color: red;">Use Twitter analytics or Facebook Insights to find out how many people view your social media pages and engage with your posts.</p> <p style="color: red;">Include details on number of followers/likes etc.</p> <p style="color: red;">This is all very appealing information for a potential sponsor as</p>	£500 per year
Silver	<p><u>All the benefits of Bronze Sponsorship plus:</u></p> <ul style="list-style-type: none"> ▪ Sponsor logo on all digital posters/adverts ▪ Sponsor logo on any printed advertisements e.g. flyers, banners * ▪ 4 hospitality invitations to a team fixture/competition each year, including the opportunity to present a sponsors player of the match/competition. * 	£1000 per year

	<p>Although most clubs can't sell tickets to their matches/competitions (some can, so perhaps just offer free tickets here) you can make it a hospitality experience. Perhaps provide a gazebo and fold out chairs (if outside) along with some small refreshments.</p> <p>Provide a bottle of bubbly for the sponsors to present to their chosen player of the match/competition and share the photo on social media.</p>	
Gold	<p><u>All the benefits of Bronze & Silver Sponsorship plus:</u></p> <ul style="list-style-type: none"> ▪ Sponsor logo on Match/competition shirt/leisurewear * ▪ Advertising board displayed during home matches * ▪ A designated award at the club end of season awards * 	£2000 per year

Tiers can be called anything you like (e.g. Bronze/Silver/Gold, A/B/C, 1/2/3) and you can have more than 3.

The table above is an example. You may wish to ask for less for each tier, you may wish to ask for more. It depends on what you can offer and what you value that offer at.

*** Consider these will have a cost! For example, you will need to order and design an advertising board or arrange your match shirts to be printed with a company logo. Make sure you factor these costs in before you set the sponsorship cost. Ask suppliers for quotes so you have a definite price.**

Brief Club Development Plan – how do you see the club progressing over the next few years? What will the money you are requesting do to help you with this?

Conclusion/Goodbye – wrap up the proposal with a short paragraph. Thank the sponsor for reading your proposal and encourage them to get in contact with you if they have any questions.

Club Contact details – list a maximum of 3 executive committee members who you are happy for the sponsor to contact. 1 of these should be the

President. Include the email address and phone number of each person if they are happy to be contacted by that method.

Social Media pages/website – list your social media pages and SU website for the sponsor to look at. This is another reason why it's important your social media pages are professional, so delete any posts you may feel would put off a sponsor.

Final tips:

- Make the document look professional.
- Proof read it before sending it off.
- Ask other committee members to read it before it is sent off in case there is anything you have missed.
- Remember, a sponsorship is different from a donation:
 - **A sponsorship** is where the person or organisation making the payment receives a significant benefit such as having their logo displayed at an event, or being allowed free or preferential rate access to an event.
 - **A donation** is where the payment is freely given and the donor receives nothing in return but may receive a simple acknowledgement such as the donor's name being included in a list of supporters in a programme.
 - **Donations are tax-free; Sponsorships incur VAT – so ensure you factor this into your costs!**
- If you need any help, please email blades@essex.ac.uk