**[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=12265&utm_source=template-word&utm_medium=content&utm_campaign=Blank+Documentary+Sponsorship+Proposal-word-12265&lpa=Blank+Documentary+Sponsorship+Proposal+word+12265)Microsoft Word Documentary   
Sponsorship Proposal Template**

Sponsorship Proposal for

Documentary Title



|  |  |  |
| --- | --- | --- |
| Prepared By |  | Date |
|  | | MM/DD/YY |

**TABLE OF CONTENTS**

[**1. Introduction 3**](#_Toc183358538)

[**2. About the Documentary 3**](#_Toc183358539)

[**3. Sponsorship Opportunities 4**](#_Toc183358540)

[**4. Benefits of Sponsoring 4**](#_Toc183358541)

[**5. Sponsorship Packages 5**](#_Toc183358542)

[**6. Custom Sponsorship Opportunities 6**](#_Toc183358543)

[**7. Marketing and Promotion Plan 6**](#_Toc183358544)

[**9. Distribution Plan 7**](#_Toc183358545)

[**10. Sponsorship Successes 7**](#_Toc183358546)

[**11. Contact Information 7**](#_Toc183358547)

|  |  |
| --- | --- |
| Introduction | Provide a brief overview of the documentary sponsorship proposal, highlighting how the sponsor's brand aligns with the documentary's mission and values. Mention the key benefits of the partnership, such as visibility and engagement with socially conscious audiences.  Video camera with solid fill |

|  |  |
| --- | --- |
| About the Documentary | Give a concise description of the documentary, including its topic, purpose, and target audience. Mention its relevance to current events or societal issues, as well as any distribution plans (e.g., film festivals, streaming platforms).  Video camera with solid fill |

|  |  |
| --- | --- |
| 1. Sponsorship Opportunities | Outline the various opportunities for sponsor involvement, such as logo placement in the opening or closing credits, product placements within the documentary (if relevant), and co-branded marketing campaigns.  Video camera with solid fill |

|  |  |
| --- | --- |
| 1. Benefits of Sponsoring | Describe the advantages of sponsoring the documentary, such as increased brand visibility, alignment with a cause, and exposure to a dedicated audience. Highlight how the documentary can enhance the sponsor's image through association with meaningful content.  Video camera with solid fill |

|  |  |
| --- | --- |
| 1. Sponsorship Packages | Detail the specific sponsorship packages that are available. Include the benefits associated with each level of sponsorship. Typical tiers include Platinum, Gold, Silver, and Bronze, with corresponding benefits like logo placement, promotional opportunities, complimentary tickets, and VIP access.  Video camera with solid fill |
| **Platinum** Sponsorship Package | |
| This tier includes logo placement in opening credits, mentions in all media and marketing materials, exclusive screenings for sponsor guests, and co-producer credit. | |
| **Gold** Sponsorship Package | |
| This tier includes logo placement in closing credits, recognition in press releases and marketing, access to special screenings, and co-branded social media campaigns. | |
| **Silver** Sponsorship Package | |
| This tier includes logo placement on the documentary's website and select marketing materials, plus sponsor mentions in post-release promotions. | |
| **Bronze** Sponsorship Package | |
| This tier includes logo placement in online promotional materials, one social media mention, and sponsor recognition on the film's website. | |

|  |  |
| --- | --- |
| 1. Custom Sponsorship Opportunities | Offer flexibility for sponsors to create personalized packages. These might include tailored content, exclusive branded screenings, or specific funding of certain aspects of the documentary (e.g., post-production, international distribution). Custom opportunities allow sponsors to align the partnership with their unique goals.  Video camera with solid fill |

|  |  |
| --- | --- |
| 1. Marketing and Promotion Plan | Summarize the promotional strategies for the documentary, focusing on how marketing efforts feature the sponsor. Mention distribution plans across platforms such as social media, digital advertising, film festivals, and press releases to demonstrate the reach of promotional campaigns.  Video camera with solid fill |

|  |  |
| --- | --- |
| 1. Social Impact and Cause Alignment | Describe how the documentary addresses social, environmental, or cultural issues. Emphasize how the sponsor's involvement supports these causes and aligns with corporate social responsibility (CSR) goals. This section helps to clarify the connection between the sponsor and the documentary's message.  Video camera with solid fill |

|  |  |
| --- | --- |
| 1. Distribution Plan | Provide an overview of the distribution channels, including film festivals, streaming platforms (e.g., Netflix, Amazon Prime), and online releases. Highlight how these channels ensure exposure for the documentary and the sponsor. Include expected viewership or audience reach, if available.  Video camera with solid fill |

|  |  |
| --- | --- |
| 1. Sponsorship Successes | Showcase successful sponsorships from previous documentaries, highlighting viewership, media coverage, and sponsor outcomes. Show the impact of sponsorships in past projects with testimonials or case studies.  Video camera with solid fill |

|  |  |
| --- | --- |
| 1. Contact Information | Provide the contact details of the documentary producer or sponsorship coordinator. Ensure the sponsor can easily reach out for further discussions or request more information. |

Document Sign-Off

## 

|  |  |  |
| --- | --- | --- |
| Prepared By |  |  |
| Name | | |

|  |
| --- |
| Reviewed By |
| Name | |

|  |
| --- |
| Approval |
| Name | |

|  |
| --- |
| **DISCLAIMER**  Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |