**[](https://www.smartsheet.com/try-it?trp=12296&utm_source=template-word&utm_medium=content&utm_campaign=Event+Sponsorship+Proposal-word-12296&lpa=Event+Sponsorship+Proposal+word+12296)Microsoft Word   
Event Sponsorship   
Proposal Template**

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SPONSORSHIP PROPOSAL FOR

[Event Name]

|  |  |  |
| --- | --- | --- |
| PREPARED BY |  | DATE |
|  | | MM/DD/YY |

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| INTRODUCTION | Give a brief overview of the proposal, including a description of the purpose of the document. Highlight the mutual benefits of the partnership between the event and the potential sponsor. |

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| ABOUT THE EVENT | Provide a detailed description of the event, including its mission, objectives, and audience. Include information regarding the event date, location, and expected attendance. Highlight any unique aspects of the event that make it an attractive opportunity for sponsors. |

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| 1. SPONSORSHIP OPPORTUNITIES | Outline the assorted opportunities that are available to sponsors, including branding, speaking opportunities, exhibit space, and any digital or physical presence associated with the event. |

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| --- | --- |
| 1. BENEFITS OF SPONSORING | Describe the value proposition for sponsors, detailing how sponsoring the event will benefit them. In this statement, you can discuss brand exposure, direct access to potential customers, association with certain values or causes, and opportunities for engagement and interaction with the audience. |

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| 1. SPONSORSHIP PACKAGES | Detail the specific sponsorship packages that are available. Be sure to include the benefits associated with each level of sponsorship. Typical tiers might include Platinum, Gold, Silver, and Bronze, with corresponding benefits like logo placement, promotional opportunities, complimentary tickets, and VIP access. |
| **Diamond Suit with solid fillPLATINUM** SPONSORSHIP  PACKAGE | |
| Example: Premier logo placement, keynote speaking slot, exclusive networking event hosting, etc. | |
| **Diamond Suit with solid fillGOLD** SPONSORSHIP  PACKAGE | |
| Example: Logo placement in all event materials, panel discussion participation, etc. | |
| **Diamond Suit with solid fillSILVER** SPONSORSHIP  PACKAGE | |
| Example: Exhibit space, logo on website, etc. | |
| **Diamond Suit with solid fillBRONZE** SPONSORSHIP  PACKAGE | |
| Example: Logo on event materials, social media mention, etc. | |

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| 1. CUSTOM SPONSORSHIP OPPORTUNITIES | Offer sponsors the opportunity to create a custom package that fits their marketing goals and budget. Highlight your flexibility and willingness to collaborate on unique sponsorship activations. |

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| 1. MARKETING AND PROMOTION PLAN | Summarize the marketing and promotional efforts that you’ve planned for the event, emphasizing how you will feature sponsors. This plan can include social media campaigns, email marketing, press releases, and advertising efforts. |

|  |  |
| --- | --- |
| 1. ABOUT US | Provide background information about your organization or the event team, including any relevant experience or previous successful events. By supplying such details, you build credibility and trust with potential sponsors. |

|  |  |
| --- | --- |
| 1. PREVIOUS EVENT SUCCESSES AND TESTIMONIALS | Share highlights and successes from previous events, including statistics like attendance numbers, social media engagement rates, and any notable media coverage. Include testimonials from past sponsors and attendees to underscore the value and impact of the event. |

|  |  |
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| 1. contact information | Include detailed contact information for the event’s sponsorship coordinator or the person responsible for managing sponsor relationships. Make it easy for potential sponsors to reach out with questions or express interest in sponsoring. |

DOCUMENT SIGN-OFF

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| --- | --- | --- |
| PREPARED BY |  |  |
| Name | | |

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| --- |
| REVIEWED BY |
| Name | |

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| APPROVAL |
| Name | |

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