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**Football Sponsorship   
Proposal Template**



Sponsorship Proposal for  
Football Club or Tournament

Your promotional or club image here

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| **Introduction** | Convey the value of partnering with the club or tournament, emphasizing its impact and audience engagement. |

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| **Club Or Tournament Overview** | Offer sponsors a snapshot of the football property’s significance, scale, and relevance to their branding goals. |

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| **Sponsorship Opportunities** | Show sponsors how their brand can integrate into various touchpoints, whether club-focused or event-based. List opportunities tailored to clubs and tournaments. |

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| **Benefits Of Sponsoring** | Differentiate the benefits of club sponsorships (long-term loyalty) and tournament sponsorships (focused, event-based engagement). Highlight key benefits. |

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| **Audience  And Metrics** | Use data to reinforce the property’s value to potential sponsors for ongoing support (club) or event visibility (tournament). |

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| **Sponsorship Packages** |
| Platinum Sponsorship Package |
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| Gold Sponsorship Package |
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| Silver Sponsorship Package |
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| Bronze Sponsorship Package |
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| **Custom Sponsorship Opportunities** | Showcase flexibility, emphasizing how sponsors can align opportunities with their branding goals. Highlight customizable options for sponsors. |

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| **Marketing And Promotion Plan** | Demonstrate the comprehensive visibility sponsors receive across multiple channels and timelines. Outline the promotional strategy tailored to clubs or tournaments. |

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| **Previous Success Stories** | Use real or hypothetical examples to establish credibility and showcase the impact of sponsorships. |

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| **Fan Engagement And Activation Opportunities** | Highlight opportunities for sponsors to create memorable interactions with fans during the season or event. Describe interactive options that foster sponsor-fan connections. |

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| **Contact Information** |  |

Document Sign-Off

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| **Prepared By** |  |  |
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| **Reviewed By** |
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