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Sponsorship Template

Project Summary: Provide a clear, concise description of the project.

Target Audience: Who are you trying to attract? Be specific.

Key Messages: One or two key ideas - what do you want your target audience to remember?

Key Benefits for the target audience: Why should they listen?

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Key Benefits for the Sponsoring Partner: Why should they get involved, what is the benefit to them? (Are you attracting new customers? Building greater brand awareness in new markets, introducing them to a new marketing channel?)

Key realities exist for your sponsoring partners: (What is happening in their industry, what is happening within their company and what are they in the news for at the moment?)

Project Timeline: When is this required and how does that affect the business cycle of your partners?

Expected Investment: How much money are you asking your sponsor for and have you broken it down into segments for deliverables?

Value proposition: In addition the value this project will offer your sponsor, what are the key advantages they'll gain from working specifically with your company?

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