



## SPONSORSHIP PROPOSAL CHECKLIST

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Sponsorship is integral to the marketing and promotion of your event. It also helps you raise funds. In preparing a formal sponsorship proposal for prospective sponsors to consider, you should include all relevant information relating to the event as well as the exposure the prospective sponsor may receive.

Information to consider including:

### Sponsorship Checklist

<input type="checkbox"/>	Name of organisation responsible for event
<input type="checkbox"/>	Address
<input type="checkbox"/>	Telephone number of contact person
<input type="checkbox"/>	Email Address
<input type="checkbox"/>	Position of contact person. (Make sure you nominate someone with authority to negotiate on behalf of your club).
<input type="checkbox"/>	Explain the aims of your organisation and the event for which you are seeking sponsorship.
<input type="checkbox"/>	Provide information on your organisation's background and history. (Include information on the club profile and current sources of funding, if any).
<input type="checkbox"/>	Describe Pony Club's structure/operations (eg: voluntary organisation, more than 80 year history in Australia, leased or loaned grounds etc).
<input type="checkbox"/>	Say if your club has previously received sponsorship from this business – and identify any other current or past sponsors.
<input type="checkbox"/>	Specify the target market for your event, expected numbers.
<input type="checkbox"/>	Provide a clear outline of what you are requesting of the sponsorship target.
<input type="checkbox"/>	Provide a clear outline of what benefits your potential sponsor can expect.
<input type="checkbox"/>	Detail all promotional avenues open to the sponsor including pre-event, during the event and post event – PR, social media, email newsletter to members, etc.

And remember – images tell a thousand words. Use any images you have of your event and fantastic members in your proposal to help sell what you are offering.