

SWAIM STRATEGIES

SPONSORSHIP PROPOSAL CONTENTS

What should your proposal contain?

Letter of Introduction

- ^ Ask for sponsorship
- ^ Introduce the event
- ^ Introduce the organization
- ^ Identify how to follow up
- ^ Include contact information

About the Organization

- ^ Mission statement
- ^ Who you are, what you do and who you serve
- ^ Demographics of service
- ^ Important numbers, milestones

About the Event

- ^ Who, what, when, where, why, how
- ^ Include audience demographics

Sponsorship Levels

- ^ Include price expectation and value
- ^ Sponsor benefits

Confirmation / Response Form

- ^ Sponsorship level identification
- ^ Sponsor contact information
- ^ Payment information

