[Company name]

How to use this document: delete this paragraph before saving, sharing, or circulating it. Every part shown in blue is yours to replace: type your own details over each blue [field] until no blue remains. Then select all (Ctrl+A) and set the font colour to the same dark colour throughout. What is left is your finished document.

Sponsorship Proposal

From [Your organisation] to [Prospective sponsor]

Date: [date]

1. The opportunity [Event / team / project name] - [one paragraph: what it is, when, where, audience size and profile].

2. Audience

Metric	Figure
Expected attendance / reach	[number]
Audience profile	[age range, interests, geography]
Social following	[numbers by platform]
Past editions (if any)	[attendance / press coverage]

3. Sponsorship packages

Package	Price	Includes
[Gold]	[Amount] [Currency]	[Logo on all materials, speaking slot, 10 tickets, social posts]
[Silver]	[Amount] [Currency]	[Logo on programme, 5 tickets, social mentions]
[Bronze]	[Amount] [Currency]	[Logo on website, 2 tickets]

4. Why sponsor us [Benefit 1: e.g. direct access to [number] [audience type]]

[Benefit 2: e.g. brand association with [cause / prestige]]

[Benefit 3: e.g. content and PR opportunities]

5. Next steps Contact [name] at [phone/email] by [date] to secure your package. Custom packages available on request.