



Sponsorship PROPOSALS Checklist

Top 5 - REACH

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REACH

We employ a strategy called REACH to help organizations effectively leverage and value their assets to maximize every opportunity to increase the unrestricted cash and in-kind revenue from your sponsorship strategies, without comprising organization values.

- Research** - Which businesses align?
- Explore** - Who may be interested and why?
- Assess** - What are you offering and how do you stand out?
- Compel** - What are you pitching?
- Honour** - How will you deliver, communicate, measure, and report?

We Are Here To Help

We have developed a number of resources to help to demonstrate your value and showcase your organization through these proven techniques. Whether you are just getting started or you're ready to scale up your sponsorships, we can help.

In This Resource

This resource provides information and strategies to support the Research, Explore, Compel, and Honour portion of our REACH strategy.

- Articulate goals, impacts, and outcomes
- How to highlight the business opportunity
- Tips and strategies to help your proposals stand out

Check out our other sponsorship resources so you can REACH with confidence, or contact us directly if you would like us to set up a tailored sponsorship strategy.

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Cover Page

The goal of a cover page is to let the reader know what to expect within your document. The design, graphics, and content should be clear and concise. It should contain just a few elements, which are highlighted below.

- Title of sponsorship package
- Event / program name
- Tagline that conveys story / impact
- Graphics and pictures that align with your brand
- Date of the event / program start
- Your contact information

Overview

The overview section should articulate the goals and impact of your event / program, so that a business can begin to see their business needs and goals addressed. It should allude to the business case you are making and how your event / program addresses a specific problem.

- Key dates, why is the event happening? (awareness, celebration, charity, etc.).
- Key focus and goals / outcomes of your organization or event / program.
- Who is the audience and how big is it? Who will participate in the event / program?
- Graphics and pictures that align with your brand.
- Quick facts you can share related to the problem.
- What types of businesses do you want to partner with and how do they align?

Who You Support

If your event / program is raising money to support a cause, this section should articulate the fundraising goal, the organizations supported, and their alignment with you.

- Identify fundraising goal
- Organizations supported by fundraising
- Logos of organizations supported





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Opportunity

This section should highlight how this opportunity will provide value through the intended audiences participating or impacted by the organization or event / program. It should be positive in tone and address a defined business need and opportunity.

- Event / program structure, high level details and impact (awards, concert, keynotes, etc.)
- Identify all audiences and reach of the event / program
- Address business / sector need and opportunity provided through event / program
- Graphics and pictures that align with your brand

Sponsorship Investments Available

This section should clearly demonstrate what the business's return on investment (ROI) will be and how much it will cost them to achieve it.

- Identify each sponsorship opportunity, its value, how many of each are available
- Articulate number of high-level benefits (not all) that represent the minimum ROI
- Benefits should include: activities, signage, marketing, media, and special items

Conclusion

The opportunity section should be an invitation, as your goal is to leverage your proposal to get in front of the business contact.

- Language should demonstrate your commitment to your community and partners
- Leverage proposal to get in front of them, which could include the development of a more tailored strategy to meet their community investment goals
- Finish with an invitation, say thank you, and articulate when you will follow-up

