



Sponsorship PROPOSALS Checklist

Top 5 - REACH

AdvanceU 1st Consultants © 2023

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.

Pommashea Noel-Bentley, MBA (she/hers)
Managing Partner
pommashea@advanceu1st.com

Scott Blythe (he/his)
Senior Partner
scott@advanceu1st.com



www.advanceu1st.com





Sponsorship PROPOSALS Checklist

Top 5 - REACH

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





Sponsorship PROPOSALS Checklist

Top 5 - REACH

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



Sponsorship PROPOSALS Checklist

Top 5 - REACH

Page 4

Tips and Tools

There are some common pitfalls many organizations do that can limit success. Included below are some strategies to support your proposal development and increase unrestricted cash and in-kind revenue into your organization.

- Understand and evaluate your corporate screen, which businesses / sectors you will work with and those you won't.
- Identify and value your unique assets. What are the items / activities you can offer potential sponsors and how much are they worth?
- Link your proposals to organizational activities and outcomes. What will this event / program accomplish? Are there other events / programs that may be of interest to the potential sponsor? Can you articulate the demonstrated impact across the year?
- Proposals are not plans, limit and focus your language to deliver a clear and concise message that speaks to the business / sector community investment strategy.
- Proposals should focus on the business opportunity and how your event / program aligns, not showcase your organization.
- Create tailored cover letters to introduce your proposals.
- Formatting: use page numbers for easy reference.
- Have a clear strategy once you get in the meeting with the potential sponsor.
- Do you have your fulfilment schedules, checklist event day, fulfilment reports template, etc.).

Other Resources to Support Your Sponsorship Strategy

- Sponsorship Asset Checklist
- Sponsorship Pitch Checklist

Have questions? We would be pleased to speak with you further on how we can help position your sponsorship strategies for sustained and scalable success.

Pommashea Noel-Bentley, MBA (she/hers)
Managing Partner
pommashea@advanceu1st.com

Scott Blythe (he/his)
Senior Partner
scott@advanceu1st.com