



## Elements of a Corporate Sponsorship Proposal

- I. Cover Letter
  - (i) Tell us about your organization
  - (ii) Is your organization an enterprise or is it a registered not-for-profit organization
  
- II. The Proposal
  - A. Description of event/program to be sponsored
    - (i) Rationale - why are you going to our company
    - (ii) Why it is in our company's interest to sponsor the event/program
    - (iii) What benefit will our company receive from this sponsorship
  
  - B. Statistical Information
    - (i) Target market
    - (ii) Anticipated exposure (no. of attendees, media coverage, press releases)
    - (iii) Itinerary - schedule of activities
    - (iv) Budget for the event/attraction
  
  - C. Documentation of previous success, if appropriate
  
  - D. Visual Material, if available, please attach
  
  - E. Opportunities for the sponsor
    - (i) Title sponsor
    - (ii) Co-sponsor
    - (iii) Total name identification
    - (iv) Full or partial association with advertising and promotion benefits
    - (v) Product endorsements
    - (vi) Personal appearances
    - (vii) Name/logo in merchandising items
    - (viii) Sales/sampling rights
    - (ix) Opportunities for staff/customer engagement
  
  - F. Sponsorship requirements
    - (i) Full title sponsor (exclusive): \$ X-specify package
    - (ii) Co-Sponsor: \$ X-specify package
    - (iii) Other packages: \$ X-specify package
  
  - G. Contact Information

### **A FINAL NOTE:**

**For monitoring and evaluation purposes, recipients of any sponsorship may be required, at Yummy Market's discretion, to provide a post-mortem report within four weeks of the expiration of the sponsored event. This report will include proof of delivery of all promised benefits resulting from the sponsorship.**