



SAMPLE SPONSORSHIP PROPOSAL

CLUB LOGO

PHOTO

SAMPLE SPONSORSHIP PROPOSAL

-Insert Address
-Insert Town and post code

-President Name-
Club President

Phone:

Email:



BV Club Assist | Baseball Victoria

baseballvictoria.com.au | 03 9645 8000 | playball@baseballvictoria.com.au





CLUB LETTER HEAD

Dear Prospective Sponsor,

-Club Name- strives to provide opportunities for everyone in our community to participate in healthy, safe and inclusive baseball activities in a fun and family-orientated environment. The club is managed by dedicated volunteer staff, all of whom tirelessly provide their skills, time and assistance to ensure the club can offer a variety of structured programs.

As we are a local community sports club, our major source of revenue is generated from membership fees and donations received from generous individuals and businesses. These funds are then reinvested into the club for the benefit of all members.

-Provide a brief summary of what makes your club great and aims for the immediate future-

Kind regards,

-President Name-

-Club Name-

- Contact Details-

-Club Name-

- Provide a quick club history and summary of future directions – you club's VISION and VALUES
- Insert a club photo

Sponsorship Proposal

The -Club Name- understands that in the current economic climate, organisations require value for any sponsorship money. Thus, the committee has put together a variety of sponsorship packages to provide local businesses and organisations a flexible opportunity to support their community.

As a sponsor of -Club Name-, we guarantee to promote your brand/product/service throughout the club and wider baseball community at every opportunity.

-Club Name- endeavours to create an environment that puts family values at the forefront and prides itself on acting with integrity, innovation, and teamwork.





The opportunities that -Club Name- can offer to an interested party are included as follows:

MAJOR SPONSORSHIP PACKAGE- exclusive to one major sponsor, 3-year commitment.

\$ amount negotiable

- | | |
|-----------------------|---|
| Signage | <ul style="list-style-type: none">• Main sponsor signage on ground boundary fence• Huddle banner with sponsor logo and signage• Sponsor logo on back of player uniforms and all attire for length of sponsorship• Sponsor logo in clubrooms |
| Communications | <ul style="list-style-type: none">• Sponsor logo in all media distribution• Sponsor logo on club website |
| Events | <ul style="list-style-type: none">• Major event named after sponsor - details to be negotiated• Double passes to annual major fundraiser (x3)• Invitations to sponsors day event (x4) |
| Membership | <ul style="list-style-type: none">• Club memberships (x4) |

PREMIUM SPONSOR PACKAGE -\$TBC

- | | |
|-----------------------|--|
| Signage | <ul style="list-style-type: none">• Sponsor signage on boundary fence• Sponsor logo on coach's board• Sponsor logo on uniforms• Sponsor logo in clubrooms |
| Communications | <ul style="list-style-type: none">• Sponsor logo in all media distribution• Sponsor logo on club website |
| Events | <ul style="list-style-type: none">• Double passes to annual major fundraiser (x3)• Invitations to sponsors day event (x4) |
| Membership | <ul style="list-style-type: none">• Club memberships (x4) |





GOLD SPONSORSHIP PACKAGE - \$TBC

- | | |
|-----------------------|--|
| Signage | <ul style="list-style-type: none">• Sponsor signage on boundary fence at• Sponsor logo in clubrooms |
| Communications | <ul style="list-style-type: none">• Sponsor logo in all media distribution• Sponsor logo on club website |
| Events | <ul style="list-style-type: none">• Double pass to annual major fundraiser (x3)• Invitations to sponsors day event (x3) |
| Membership | <ul style="list-style-type: none">• Club membership (x2) |

BLUE SPONSORSHIP PACKAGE - \$TBC

- | | |
|-----------------------|--|
| Signage | <ul style="list-style-type: none">• Sponsor logo in clubrooms• Sponsor signage - blue level sign |
| Communications | <ul style="list-style-type: none">• Sponsor logo in all media distribution• Sponsor logo on club website |
| Events | <ul style="list-style-type: none">• Double pass to annual major fundraiser (x2)• Invitations to sponsors day event (x2) |
| Membership | <ul style="list-style-type: none">• Club membership (x2) |

FRIENDS OF SPONSORSHIP PACKAGE - \$500

- | | |
|-----------------------|---|
| Signage | <ul style="list-style-type: none">• Sponsor logo in clubrooms |
| Communications | <ul style="list-style-type: none">• Sponsor logo in all media distribution• Sponsor logo on club website |
| Events | <ul style="list-style-type: none">• Double pass to annual major fundraiser• Invitations to sponsors day event (x2) |
| Membership | <ul style="list-style-type: none">• Club membership |





IN KIND SPONSORSHIP – To be negotiated.

The purchase of an IN KIND sponsorship can be made in the following ways:

- Training guernsey sponsor
 - Player bag sponsor
 - Club apparel sponsor for club polos and hooded jumpers.
 - Goods and services
 - Warm up/bench tops
-

Please note that **-Club Name-** is flexible and open to any and all types of IN KIND SPONSORSHIP and will endeavour to offer options for all interested parties.

Donation

If you would like to donate to **-Club Name-** but are unable to commit to any of the sponsorship categories listed in this proposal, please feel free to contact the club and discuss ways in which you or your business can assist.

For further information about any of the sponsorship packages listed in this proposal please contact:

-President Name-

-Club Name-

-Phone Number-





SPONSORSHIP ACCEPTANCE FORM

SPONSORSHIP CATEGORIES

- EXCLUSIVE MAJOR SPONSOR
- PREMIUM SPONSOR
- GOLD SPONSOR PACKAGE
- BLUE SPONSOR PACKAGE
- FRIENDS OF -Club Name- SPONSOR PACKAGE
- IN KIND SPONSORSHIP (PLEASE STATE TYPE OF SPONSORSHIP/DONATION)
- PRIVATE DONATION

I commit to provide sponsorship of the – **Club Name/Program** in the following sponsorship category:

Sponsorship Category: _____ Sponsorship Value: \$ _____

Organisation/Business Name: _____

Signature: _____ Date: ____ / ____ / ____

Contact Name: _____ Position Title: _____

Address: _____

Tel: () _____ E-mail: _____

Please note: Payment is requested within 2 weeks of acceptance.

Electronic Funds Transfer:

Club Name

Bank: TBC

BSB:

Account Number:

Cheques should be made payable to:

Club Name

P O Box ...

Enter Address

