

Event Management
Toolkit

Sponsorship Prospectus & Agreements Template



[It is recommended that this document is designed to look professional, using the event brand and images to bring it to life]

**SPONSORSHIP PROSPECTUS**

NAME, DETAILS AND CREDENTIALS OF YOUR ORGANISATION

[Year] [Your Event]

Organising Body: [insert name of organising body and contact details for event organiser/s]

DESCRIPTION OF YOUR EVENT

**ABOUT [YOUR EVENT]**

[An overview of your event’s history, strengths, theme, purpose, things for attendees to do, etc]

**VISION STATEMENT**

[Your event’s vision statement – the desired future position of the event]

**MISSION STATEMENT**

[Your event’s mission statement – how it will achieve its vision: what it currently does, who it does it for and how it does it]

**VALUES**

The committee and community for [your event] are passionate about the event and work according to the following defined values.

**[LAST YEAR’S] [YOUR EVENT] RESULTS**

[Example]
Held on [date], [Your Event] attracted over [number] attendees from [region] who enjoyed a day [doing x] with friends and family.

The program was made up of [elements of event].

“*Quote that sums up what a great event it was.”* Event Attendee

[Provide some detail about elements of the event and what attendees could experience.]

[Provide data from your last event survey showing where attendees are from, their age and who they attended the festival with, with a summary of each graph e.g., *Based on the 114 online and 118 face-to-face surveys and postcode records, the following are the key markets attending the festival… Visitors are aged primarily in the 30-49 age bracket, and they are visiting in groups of 3+ It is a day out in the country for family and friends! This is reinforced by the fact that of those who were staying overnight for the event, close to 40% were staying with family and friends.*]

**[THIS YEAR] EVENT FEATURES**

[Provide a snapshot of the event program and highlight any key features/activities]

WHERE AND WHEN THE EVENT IS HELD

**WHEN**: **[of your event]**

**WHERE**: **[venue name and address]**

**ABOUT [YOUR HOST TOWN]**

[An overview of your host town, including key industries, tourism assets and other relevant attributes]

PROFILE OF THE TARGET AUDIENCE

Based on survey results the ideal event attendees for [Your Event] is [geographic, demographic and psychographic details of target markets as available/relevant]. The majority of visitors are attending in groups of families and friends to enjoy a day out in the country [for example].

MARKETING AND COMMUNICATIONS

Following is an overview of the marketing and communication channels for last year’s event:

* [List of print and media used for promotion e.g., names of magazines, newspapers, TV programs, radio programs…]

In addition to the paid advertising and promotion, [Your Event] is a great media story that gains a lot of exposure. Following is a summary of the just some of the media coverage received for last year’s event.

* [List of articles published in print and online i.e., Name of website: Article name: Article url]

The event also has a strong online and social media presence, which includes an informative website, Facebook and Instagram:

Website: xxx
Facebook: xxx
Instagram: xxx

INDICATION OF PLANNED MARKETING ACTIVITY

The following table shows an indication of the Marketing Activity in the lead up to [Your Event].

[Insert matrix providing an overview of the planning marketing activity for the upcoming event]

SPONSORSHIP OPPORTUNITIES AVAILABLE

The sponsorship packages have been designed to enable our major sponsors to partner with the [Your Event] committee in presenting the [this year] [Your Event].

[Examples below]

**MAJOR PARTNER OR NAMING RIGHTS**

[Insert intro blurb about this partnership – two sentences will be plenty]
As the major partner, you will be offered:

* Naming rights to the event e.g., <<Company Name>> [Your Event]
* Significant acknowledgement with the media marketing campaign and promotion
* Prominent signage throughout the festival site
* A 6m x 3m display space (if required) at the event
* Opportunity to provide sample bags/goods for attendees
* Audio visual advertising on screens
* Opportunity for a speaking slot during the keep performance
* Promotional benefits as outlined below under general sponsorship

Financial contribution: $XXX + GST

TIP: We recommend that you take a more personal approach to high level sponsors. Call them and arrange a Face-to-Face meeting. Prepare a presentation that is aligned to their brand and business goals and customise your pitch (yes, you will need to do some research!). Watch Revents Acadamy’s [Sponsorship module](https://reventsacademy.com/modules/2020/4/10/module-6-event-sponsorship) for insights in best practice approaches to sponsorship pitching.

**FAMILY ACTIVITIES SPONSOR**

As Family Activity sponsor, you will be offered:

* Naming rights to the Family marquee e.g., <<Company Name>> Family Marquee
* Acknowledgement in the media marketing campaign and promotion
* Prominent signage on the Family marquee
* Opportunity to have staff working in the marquee with branded uniforms
* A 3m x 3m display space at the event
* Opportunity to provide sample bags and promotional items as giveaways for children
* Promotional benefits as outlined below under general sponsorship

Financial contribution: $XXX+ GST

**SPONSORSHIP OF CELEBRITY/VIP GUEST**

As Celebrity/VIP guest Sponsor, you will be offered:

* Acknowledgement in the media marketing campaign and promotion e.g., <<Celebrity Name>> sponsored by <<Company Name>>
* Opportunity to work with celebrity
* Audio visual advertising on screens in main marquee between presentations
* Prominent signage around the event
* A 3m x 3m display space at the event
* Promotional benefits as outlined below under general sponsorship

Financial contribution: $XXX + GST

**SPONSORSHIP OF ENTRY GATES**

[Your Event] has two main entry gates, with sponsors of each gate/entrance offered:

* Naming rights to the allocated entrance e.g. The <<Company Name>> Entrance
* Acknowledgement in the media marketing campaign and promotion
* Prominent signage at the allocated entrance
* Opportunity to have staff working on the gate with branded uniforms
* Promotional benefits as outlined below under general sponsorship

Financial contribution: $XXX + GST (each gate)

**IN KIND SPONSORSHIP OPPORTUNITIES**

Following is an outline of some of the in-kind sponsorship opportunities that will assist the event.

* Printing of signage, brochures, collateral
* Hire equipment including marquees, tables, chairs, etc
* AV and Audio equipment
* Marketing and promotion
* Kitchen and cooking equipment
* Flights and accommodation for celebrities
* Labour to assist with the set up and pack down of the festival

**GENERAL SPONSORSHIP**

[Your Event] offers a number of general sponsorship positions for businesses wishing to leverage off the marketing exposure of the festival. Places are strictly limited and will be allocated based on alignment with values and vision.

As a general sponsor of the event, you will be offered:

* Acknowledgement in the media marketing campaign and promotion
* Promotional benefits as outlined below.

**PRE-FESTIVAL PROMOTIONS**

* Logo in relevant advertising material (excluding TV)
* Logo on posters, flyers and program
* Logo on the event website Sponsors Page ([www.yourevent.com.au/about/sponsors.aspx](http://www.yourevent.com.au/about/sponsors.aspx)) with a link to a website of your choice.
* Opportunity to promote your product on the event website within the Exhibitor List section.
* Opportunity for promotions via the event’s social media (Facebook and Instagram).
* Promotions via an electronic newsletter to the event database.

**DURING THE FESTIVAL**

* Signage around the event site (location determined by committee)
* Opportunity for display space within the event.
* Opportunity for audio visual advertising on the stage screen during presentation breaks.

**POST-FESTIVAL**

* An option to renew the sponsorship for the next event
* Images from the event to be provided for your use after the event.
* Continual promotion via the event’s social media (Facebook and Instagram) following the event.

Financial contribution: Cash or in kind to the value up to $XXX + GST

**IN KIND SPONSORSHIP OPPORTUNITIES**

Following is an outline of some of the in-kind donations that will assist the festival.

[Examples below]

* Printing of signage, brochures, collateral
* Hire equipment including marquees, tables, chairs, etc
* AV equipment
* Marketing and promotion
* Labour to assist with the set up and pack down of the festival

**FURTHER INFORMATION**

[Name], Sponsorship Coordinator
Email:
Phone:

[Name], Event Coordinator
Email:
Phone:

Website: [www.yourevent.com.au](http://www.yourevent.com.au)