

# Template: Sponsorship proposal and agreement

## Tips on developing the sponsorship proposal

- Keep it simple and concise;
- Focus on your groups objectives;
- A guide to your proposal:
  - An overview;
  - The group or event;
  - Target audience. Clearly identify the opportunity, the demographics of your group's members;
  - Marketing plan;
  - Description – how the event will fit into the sponsor's marketing plan;
  - List of benefits (value and time period). Clearly identify the benefits – and make sure they are tangible and attractive.

Explain why you have singled out that company as a candidate for the position you are pitching (thus, show some knowledge of and empathy for the company, their products and their target audience.

Depending on the circumstances and the nature of the company being pitched, it may be useful to include the level of business your members do with that company or better still, expand on the potential new business the opportunity represents to that company.

## The sponsorship agreement

Draw up a sponsorship agreement setting out exactly:

- Who the agreement is with;
- Who the contact people in each organisation will be;
- What is required of both the sponsor and the group and when it is required;
- How long the sponsorship goes for (does it just cover an event, run for a year etc?);
- How any logo or branding can be used by either the company or the group;
- Whether approval is needed for any media release, advertisement or use of images/logos etc;
- How any disputes will be settled;
- Ownership of trials and intellectual property.

Be generous when it comes to thanking and acknowledging your sponsors on stage, in newsletters, in programs, in speeches etc. Invite and include them in other activities not necessarily associated with their sponsorship.

**Group name****Organisation name****Sponsorship agreement**

This document formalises the major/minor/event sponsorship agreement between XXX and YYY, for the period of DD/MM/YY to DD/MM/YY.

The sponsorship comprises cash/knowledge/information/materials etc provided by XXX to YYY.

**Group/Event Background**

Including demonstrated ability to deliver results.

**Membership and Partnerships**

Who is your group made up of? Who will be attending your event and how many will you reach? Who else are you associated with? What makes your group and the sponsorship so unique? Why was this sponsor selected?

**What does the group get?**

What will the money be spent on ie. delivery of professional events, access to information etc. What is the sponsor offering you? When, and for how long?

**What does the sponsor get?**

- Access to xxx farmers, xxx arable acreage, xxx tonnes delivered in area;
  - Attendance at meetings, free attendance at events, opportunities for presentations;
  - Articles and advertisements in newsletters;
  - Banners at events, items to give away, display space;
  - Membership/attendance at board/committee meetings;
- and so on.

**Payment Structure**

- Major sponsor, \$XXXX (including when paid);
- Minor sponsor, \$XXXX;
- Provision of materials etc.

**Intellectual property**

The results of all trials, demonstrations, seminars, workshops and any other activities coordinated by the group and supported or carried out by the sponsor, are the property of the group.

**Key contacts**

For the group and the sponsor.

Signed by sponsor.

Signed by group representative.