

sponsorship prospectus & agreement 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 OUR ORGANISATION

[Year] [Your Event]

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

DESCRIPTION OF OUR 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 images 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 our [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)

[INSERT NAME OF EVENT]

SPONSORSHIP AGREEMENT

TIP: It does not matter how big or small a sponsor, we highly recommend that you have an agreement like this signed for everyone. Being extremely clear on expectations and deliverables will prevent any confrontation or issues.

**DATE:** [Insert date]

**BETWEEN:** [Insert sponsor name] *(Sponsor)  
 AND*   
 [Insert name of event organising body] *(Sponsee)*

**TERMS OF AGREEMENT:**

1. The sponsee agrees to grant the sponsor the following sponsorship rights:

* *[Insert the benefits as outlined in the proposal and agreed on]*
* *…*
* *…*

1. It is agreed that at the time of renegotiation, the sponsee will automatically invite the sponsor to renegotiate the agreement.
2. The sponsorship will be for the period of [insert start date] to [insert end date].
3. The sponsor agrees to provide:

* *[Insert the benefits as outlined in the proposal and agreed on]*

1. In the event of a dispute arising that the parties themselves cannot resolve, the parties agree to refer the matter to an independent arbitrator appointed by agreement.
2. If the parties cannot agree on an arbitrator, or both parties do not agree with the decision of the arbitrator appointed, the agreement may be terminated in the following manner:
   1. If the breach is one that can be rectified, then the non-breaching party can request in writing that the breach be rectified in 14 days. If the breach is not rectified within that time, the non-breaching party may terminate the Agreement immediately;
   2. If the breach is one that cannot be rectified, the non-breaching party may terminate the Agreement by giving 14 days written notice of their intention to terminate.
   3. If either party goes into liquidation, is wound up, dissolved (except for the purpose of reconstruction or amalgamation), enters into a scheme of arrangement or is placed under official management or in receivership, the other party may terminate the Agreement by giving 14 days written notice of their intention to terminate under the clause.
   4. In the event of a termination under this Agreement, each party’s rights and liabilities will cease immediately but the termination shall not affect a party’s rights arising out of a breach of this agreement by the other party.
3. Where one party is unable to carry out its obligations under this agreement due to circumstances beyond its control or which it could not have prevented, those obligations are suspended whilst those circumstances continue, provided the other party is notified and the first party uses its best endeavors to overcome the circumstances preventing its obligations from being carried out.
4. Each party shall indemnify the other against any claims arising from any breach of the agreement by either party.
5. The terms and conditions of this agreement shall not be disclosed to any third parties without the prior written consent of both parties.
6. The rights of either party under this agreement shall not be transferable or assignable either in whole or in part.

Signed:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**The sponsor The sponsee**

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**Title Title**

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**Date Date**