



Introduction letter

Paragraphs – can be as short as one sentence

- 1) Introduce yourselves, tell a little about yourselves and refer to an offer of partnership
- 2) Outline big picture – e.g. educational environment in Ireland
- 3) Outline where you fit in and why you're credible.
- 4) List general services (including publications / awards etc)
- 5) Briefly mention how working together you both can achieve mutual benefit
- 6) Briefly tease the 'property' on offer and ask for a meeting
- 7) Mention time that you will call to follow up unless he/she refers you elsewhere.
- 8) Your name and title.

Sponsorship Proposal Template

Eight pages are ample - put all press cuttings / pictures/ logos/ signage etc.
in the index at the back

- 1) Use the sponsors name, the event title and the date on the front page
- 2) Use the second page to use a relevant quote / an arresting statistic
- 3) Outline a good overview about what the property is and how it will benefit the sponsor (they should be able to visualise the event – use emotional words)
- 4) Facts:
 - a. Dates / times
 - b. Location
 - c. Attendees
 - d. Virtual attendees (online stats)
 - e. Cost
 - f. History
 - g. Operational highlights (parking / transport)
- 5) Details of target market/s (segmented to suit the sponsor)
- 6) Marketing plan (main media / PR/ web/ database/ social media/SEM – no emotional language here)
- 7) Leverage ideas (travel, hospitality, on-site sales, social media etc.)
- 8) Benefits (type of sponsorship, on-site presence, hospitality, PR, access, tickets)

- usually, sponsorship pricing is quoted without VAT-

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