



SPONSORSHIP PROPOSAL

TEMPLATE & GUIDE

WE'VE DONE LOTS OF THE
WORK FOR YOU BECAUSE WE
WANT YOU TO BLOW THIS OUT
OF THE WATER.

YOU'VE GOT THIS!



Easy Instructions

2. Create your sponsorship proposal using the template below to accurately represent your event and the benefits you'll provide to your event sponsors. I.e. Edit the template taking into account if you'll be running an online auction, raffles, or both, so these can be included (or removed) as appropriate.
3. Use the phone script below as a guide when calling sponsors.
4. You're aiming for 10-20 sponsors.
5. Be sure you can provide all the things you say you will.

Note

Be sure to include a RSVP date for sponsors when you send the proposal, so you allow enough time to prepare anything you promise them. We can do banner designs and more if needed, however, this may incur a fee due to the additional time required. But lets talk about it.

This sponsorship proposal (below) was created in Canva (www.canva.com). You can create a free account in Canva to make something similar quite easily, or you could copy the text and paste it into a Word document.



Phone Script Template

- Introduction: "Hello, [Prospect's Name], this is [Your Name] from [Your Company]. How are you? Wait for a reply and respond as if you do care).
- I'm reaching out today because we're hosting a comedy night fundraiser on (DATE) and we're offering sponsorship opportunities to companies that want to help us raise funds, and benefit from the exposure from doing so.
- We expect to attract a pretty big crowd of [Target Audience Number] on [the night]. And we're looking for companies that want extra exposure, but who also want to help the community. Do you feel that comedy and laughter would be a good thing to associate your company with?
- Benefits Highlight: "As a sponsor, your logo can be prominently featured on banners, and other promotional materials, and even have your brand mentioned during the opening of the event (but we want these to be heard, so there will only be 2 of those). This exposure will undoubtedly increase your brand's visibility and recognition within the local area."
- Tiers of Sponsorship: We know some Companies can give more than others, so we've created a few options so you can choose the level of sponsorship that works for you.
- Next Steps: "I can send you the sponsorship options available and once you've had a chance to have a look, maybe we could set 10 minutes aside this time next week to move forward and even if it's not right for you, you might want to buy a ticket to the show anyway. Even as a treat for a staff member?"
- **Closing:** "Thanks, I do appreciate your time, [Prospect's Name]. Ask for their email address and send the proposal. Call them quickly the next day to check they received it and that it didn't go to spam. Say thanks and you'll give them a call at the previously agreed time. Check if they had a look. And if they are available at the time you agreed. But also mention if they want to secure the top sponsorship tier which includes a shout-out on stage at the start of the event to get back to you asap as there are only 2 of those available.
- Remember to customise the script to fit your company's voice and to try to meet their needs, Remember you are affording them an opportunity, you're not begging. People like doing nice things that make them feel good. This will benefit them and it will make them feel good. And you'll benefit and it will make you feel good too. Its a win-win - and that's important.



FUNDRAISING STAND UP COMEDY NIGHT

SPONSORSHIP PROPOSAL

PROPOSED TO:

ORGANISED BY:



**IMPORTANT: THIS
NEEDS TO BE EDITED
TO ACCURATELY
REPRESENT YOUR
EVENT AND WHAT YOU
WILL OFFER SPONSORS**

**CALL US IF YOU HAVE
ANY QUESTIONS.**

PROPOSED TO:

ORGANISED BY:



About the Event



The Comedy Empire help school P&Cs, sports clubs, and other community organisation to raise funds by providing professional stand-up comedy events featuring comedians from the Sydney and Melbourne Comedy Festivals and more...



Opportunity



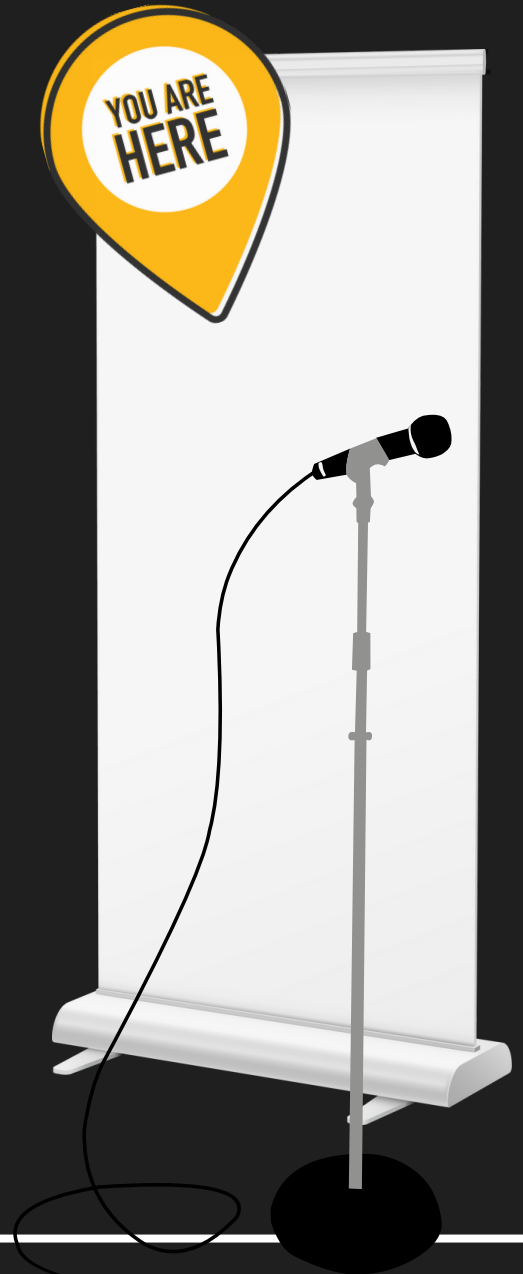
We're excited to present an incredible opportunity to partner with **[Your Organization's Name]** for our upcoming Stand-Up Comedy Fundraising Show. With your support, we aim to create an even more unforgettable evening of laughter and excitement for an audience of enthusiastic locals, while simultaneously helping local businesses to gain positive fun exposure.



Why sponsor this event?

Partnering with us as a sponsor for our Comedy Night Fundraiser will not only align your brand with laughter and positive vibes but also provide you with exceptional exposure to a diverse audience. Here's how your sponsorship can benefit your company:

- 1. Prominent Brand Visibility:** Your brand can be prominently displayed on event materials, including banners, social media posts and more.
- 2. Product Promotion:** Promote your products to our audience through product sponsorship, online auctions, raffles and social media shout-outs.
- 3. Networking Opportunities:** Connect with other sponsors, industry professionals, and potential clients during the event and after the event.
- 4. Community Impact:** Your support will contribute to creating a memorable evening for attendees and foster a sense of community.





Sponsorship Tiers

1. Platinum Sponsor - \$1000 (4 available)

- Premium logo placement on stage during the event
- Premium logo placement online on The Comedy Empire's website event page.
- Verbal recognition during event opening
- Complimentary VIP passes for 10 representatives/staff.
- Social media mentions and recognition

2. Gold Sponsor - \$600 (8 available)

- Logo placement on stage during the event
- Complimentary VIP passes for 5 representatives
- Social media mentions and recognition

3. Silver Sponsor - \$300 (15 available)

- Logo placement on stage during the event
- Complimentary VIP passes for 2 representatives
- Social media mentions

Auctions product sponsors will enjoy the benefits of our online auction promotions.



Sponsorship Tiers

We believe that this partnership will be mutually beneficial and contribute to the success of our Comedy Night Fundraiser. Your investment will help us deliver an exceptional event while positioning your brand in front of a lively and engaged audience.

To discuss sponsorship opportunities or tailor a package that suits your brand's needs, please contact [Your Name] at [Your Phone Number] or [Your Email Address]. We look forward to the possibility of working together to create laughter-filled memories!

Sincerely,

[Your Name]

[Your Title]

[Your Organization's Contact Information]

[Contact Information for Inquiries]