



The right formula

Taking driving into the classroom

Communications – Theme 15: Sponsorship

Activity 15c

A sponsorship proposal

This activity will show you how to successfully obtain sponsorship for your school's sports team, a charity, youth group, an educational trip, etc. You can choose a fictitious 'cause' or you can do it for real.

Step 1: Decide on the cause for which you will seek sponsorship

Be very precise. It is much easier to obtain sponsorship for a specific event or team than for a general purpose. As an example:

- Seek sponsorship for the purchase of new kits for the school football team.
- Seek sponsorship for a class/year/group to enter a competition that involves 'building a car from scratch'.

Step 2: Do a 'sponsorship audit'

This is a list of the benefits you would expect from a sponsorship (could be in kind rather than money) and a list of benefits to a potential sponsor (see **Factsheet 15a: Why sponsorship?**). Put yourself in the position of potential sponsors and imagine what would be useful or desirable for them.

Step 3: Think of potential sponsors

Think of companies or organisations that could benefit from sponsoring you (remember, sponsorship is not the same as seeking donations – it must benefit both parties). If your 'cause' is local, concentrate on local companies. Using the examples mentioned earlier:

- sponsoring a (successful/promising) football team may appeal to a variety of businesses from local branches of national banks and local supermarkets, to a sports equipment retailer and local gym.
- sponsoring the team wanting to build a car, would appeal to local garages (they could provide help in kind and knowledge rather than cash) or local car showrooms and petrol stations.

Class organisation

Whole class or
group work

Resources

Factsheet 15a:
Why sponsorship?

Factsheet 15c:
Sponsorship
evaluation



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Step 4: Find out about your potential sponsors

After short-listing those companies that seem to have a better 'fit' with your cause, find out more about them. For example, have they sponsored anything before? Do they ever get media coverage? Do they have a good reputation? Who would be the right person to approach?

Step 5: Prepare a draft sponsorship proposal

Keep it short and to the point and make sure you highlight the benefits to the sponsor (be careful not to promise things you cannot deliver). Consider how you will present it at a meeting. Use suitable visuals (photographs, illustrations or both) to add interest. Try to keep it around 15-20 minutes long (potential sponsors are usually busy people and they will respect you for understanding the limitations on their time).

Step 6: Write to potential sponsors

This is the first point of contact. Your aim is to secure a meeting where you can present your case. Highlight the fact that this will be a mutually beneficial proposal. Mention in the letter that you will phone them in a few days to discuss further and to set up suitable dates for a meeting.

Step 7: Prepare for the meeting/presentation

Once you secure a meeting, tailor your draft presentation to the specific company.

- Show their logo applied on items like T-shirts, press releases, etc.
- Re-write the sponsorship audit with the specific company in mind.
- Work out the total estimated cost of the company's sponsorship.
- Plan timescales.
- Think of ways to evaluate the programme (see **Factsheet 15c: Sponsorship evaluation**).
- Run through the presentation to time it and identify any improvements that could be made.
- Prepare a printed document to leave with the company after the presentation. This should summarise all the main points.