**WORKSHEET FOR DEVELOPING A   
CLUB SPONSORSHIP PROSPECTUS**

STEP 1: SELF ANALYSIS

|  |  |
| --- | --- |
| Sponsorship purpose: |  |
| Amount required: | $ |
| Your brand and image |  |
| Timeframe: | 1-year / 3-year / indefinite / one-off event |
| Start date: |  |
| Our backup plan: |  |

STEP 2: WHAT YOU CAN OFFER A SPONSOR

|  |  |
| --- | --- |
| Club attributes: |  |
| Your target audience: |  |
| Marketing initiatives: |  |
| Benefits to Sponsors: |  |

STEP 3: YOUR SPONSORSHIP OFFERING

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Tier 1 | Tier 2 | Tier 3 | Tier 4 | In-kind |
| Dollar value | $ | $ | $ | $ | $ |
| Features |  |  |  |  |  |
| Number offered \* |  |  |  |  |  |
| Total  (ie, $ x no offered) | $ | $ | $ | $ | $ |

\* Number offered of each tier

STEP 4: RESEARCH POTENTIAL SPONSORS

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Company | Contact name | Industry | Customers/ market | Previous sponsorship |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

STEP 5: DEVELOP YOUR SPONSORSHIP PROSPECTUS

|  |  |
| --- | --- |
| Resources for copywriting: |  |
| Resources for design: |  |
| Preferred style and format: |  |

STEP 6: MARKETING YOUR PROSPECTUS

|  |  |
| --- | --- |
| Distribution method/s: |  |
| Personnel responsible: |  |
| PR activities: |  |

Don’t forget to follow-up with your Prospective Sponsors, and evaluate your success.

**Good Luck!**