

Sponsorship proposal letter

One page, sent to a named person at a business your members already use. Replace every bracket, then cut anything that pushes it to page two.

Free template from SportsHQ (www.sportshq.app). Adapt freely; check your own constitution and governing body rules where flagged.

[Club letterhead / name and logo]

[Date]

Dear [named owner or manager],

[Club name] is [area]'s [sport] club: [number] members, [number] junior members, and around [number] visitors through our events each season. Many of them are already your customers, which is why I am writing to you rather than to a stranger.

We are looking for a sponsor for [the season / an event / new kit], and we would rather partner with a local business than a faceless one. Here is what that looks like:

The packages

- [Supporter] - [price]: your name on our website and season programme
- [Partner] - [price]: the above, plus your logo on [kit / boats / boards] and a mention at every event
- [Headline] - [price]: all of the above, plus naming rights for [the event / the season] and first refusal next year

What you get beyond the logo

- [Number] members and families who will know you backed their club
- Event days with [number] visitors: banners, announcements, and a stall if you want one
- A community story worth telling in your own marketing

If this is interesting, I would love ten minutes to show you the club. I will call next week, or you can reach me any time on the details below.

With thanks,

Name, role at the club, phone, email: _____

Follow-up note (send two weeks later)

Dear [name], two weeks ago I sent our sponsorship proposal for [club name]. I know how these land in a busy week, so this is just a nudge: the [cheapest package] is [price] and takes one email to say yes to. Either way, thank you for reading, and we will see you at [event].