# Sponsorship Prospectus & Sponsorship Agreement

# [Your event] Sponsorship Prospectus

## Why Sponsor An Event

Would you like to gain exposure for your business, build goodwill in the community and connect with a specific audience? Who wouldn’t?

Event sponsorship is a cost-effective marketing tactic. Your business gets multiple and varied brand exposures over a long period of time and directly to your target audience/s.

Event sponsorship is a way to get noticed by potential customers. It can help you:

* engage new customers by creating or increasing awareness of your brand with your existing and new target markets
* re-engage previous customers
* build awareness of your business and what it sells by showcasing your products or services
* increase sales of your products and services
* launch a new product or service
* introduce an existing product/service to a new market
* reposition a struggling product
* deliver information to your target audiences
* collect information on potential customers e.g. customer research or contact details via a competition.
* reward your employees e.g. free event tickets
* offer a fun and enjoyable teambuilding experience for employees e.g. volunteering together
* establish or improve your business’s image as a good corporate citizen that invests in the community, making people feel good about your business and increasing brand loyalty.

## Name, Details & Credentials of our Organisation

[Year] [Your Event]

Organising Body [Name of organising body and contact details for event organiser/s]

## Description

### About [your event]

[An overview of your event’s history, strengths, theme, purpose, things for attendees to do, etc.]

### Vision Statement

[Your event’s vision statement i.e. the desired future position of the event.]

### Mission Statement

[Your event’s mission statement. How it will achieve its vision i.e. what it currently does, who it does it for and how it does it.]

### Values

The committee and community for [your event] are passionate about the event and work according to the following defined values.

## [Last year’s] [your event] Results

[Example]Held on [date], [your event] attracted over [number] attendees from [region] who enjoyed a day [doing x] with friends and family. The program was made up of [elements of event].

*“Quote that sums up what a great event it was.”* Event Attendee.

[Provide some detail about elements of the event and what attendees could experience.]

[Provide images from your last event survey showing where attendees are from, their age and who they attended the event with and a graph of each e.g. Based on the 114 online and 118 face-to-face surveys and postcode records, the key markets attending the event are …, or Most visitors are aged in the 30–49 age bracket and they are visiting in groups of more than three. It is a day out in the country for family and friends. Of those staying overnight for the event, close to 40% stayed with family and friends.]

## [This year] Event Features

[Provide a snapshot of the event program and highlight key features/activities.]

## Where & Where the Event is held

Where: [venue name and address]

When: [date/s of your event]

## About [your host town]

[An overview of your host town, including key industries, tourism assets and other relevant attributes

## Profile of the Target Audience

Based on survey results the ideal event attendees for [Your Event] is [geographic, demographic and psychographic details of target markets as available/relevant]. E.g. The majority of visitors are attending in groups of families and friends to enjoy a day out in the country.

## Marketing

Our marketing and communication channels for last year’s event included:

* [List of print and media used for promotion e.g. names of magazines, newspapers, TV programs, radio programs, etc…]

In addition to paid advertising and promotion, [Your Event] is a great media story that gains a lot of exposure. Our media coverage last year included:

* [List of articles published in print and online including name of website, article URL, etc.]

The event also has a strong online and social media presence including a website, Facebook and Instagram

* Website —
* Facebook —
* Instagram —

Our planned activities in the lead up to this year’s event include:

[Provide a table overview of the planning marketing activity for the upcoming event e.g. what tactics, when, and how much will be spent on each]

## Sponsorship Opportunities

The Sponsorship Coordinator will work with you to tailor a partnership that will help achieve your aims including:

* increased sales
* launching a new product or service
* accessing a new market
* creating or increase brand awareness or loyalty
* marketing exposure to the event audience and target markets
* community engagement
* third party endorsement of your brand
* opportunities for staff volunteerism and team-building.

By becoming an event sponsor, you will:

* get quality exposure for your brand
* contribute to the event’s economic benefit
* be associated with an event seen positively by locals and visitors
* have an opportunity to network and build relationships with other sponsors, local businesses and government representatives.

Your financial support will enable us to:

* cover the many costs of delivering the event
* increase advertising and hire professional marketing support to increase attendance
* hire staff to support the volunteer committee in planning and delivery
* add to the fantastic event experience we offer to attendees.

Your in-kind support will enable us to:

* reduce costs and the need to raise revenue to cover costs
* support the event’s labour requirements
* add to the fantastic event experience we offer.

[Add a quote from a previous sponsor about how it helped their business achieve desired outcomes.]

[Example packages below. Update to suit your event and the likely.]

Sponsorship packages will consist of elements including:

* acknowledgement in the event’s marketing activities
* prominent signs at the event
* 3m x 3m display space at the event
* product placement at the event
* opportunity to provide giveaways for attendees e.g. trials, sample bag, branded merchandise
* opportunity to run an activity for attendees
* opportunity to have staff working at the event with branded uniforms
* opportunity to work with a celebrity presenter
* opportunity to open or speak at the event.

### Major Partner or Naming Rights

[Insert brief description about this partnership — two sentences is plenty.]

As the major partner you will be offered:

* naming rights to the event e.g. [Your Event] presented by [Your Company Name]
* significant acknowledgement with the media marketing campaign and promotion
* prominent signs throughout the event site
* optional 6m x 3m display space at the event
* opportunity to provide sample bags/goods for attendees
* audio visual advertising on screens
* a speaking slot
* promotional benefits as outlined below in General Sponsorship.

Financial contribution — $X000 + GST

[Take a personal approach to high level sponsors. Call them and arrange a face-to-face meeting. Prepare a presentation that is aligned to their brand and business goals and customise your pitch. You will need to do some research.]

### Family Activities Sponsor

As family activity sponsor you will be offered:

* naming rights to the family marquee e.g. [Company Name] Family Marquee
* acknowledgement in the media marketing campaign and promotion
* prominent signs on the family marquee
* opportunity to have staff working in the marquee with branded uniforms
* a 3m x 3m display space
* opportunity to provide sample bags and promotional items as giveaways for children
* promotional benefits as outlined below in General Sponsorship.

Financial contribution — $X000 + GST

### Celebrity/VIP Sponsor

As celebrity/VIP sponsor you will be offered:

* acknowledgement in the media marketing campaign and promotion e.g. [Celebrity Name] sponsored by [Company Name]
* opportunity to work with celebrity
* audio visual advertising on screens in main marquee between presentations
* prominent signs around the event
* a 3m x 3m display space
* promotional benefits as outlined below in General Sponsorship.

Financial contribution — $X000 + GST

### Entry Gates Sponsor

[Your event] has two main entry gates, with sponsors of each gate/entrance offered:

* naming rights to the allocated entrance e.g. The [Company Name[ Entrance
* acknowledgement in the media marketing campaign and promotion
* prominent signs at the allocated entrance
* opportunity to have staff working on the gate with branded uniforms
* promotional benefits as outlined below in General Sponsorship.

Financial contribution — $X000 + GST

### In-Kind Sponsor

In-kind sponsorship opportunities for [your event] include:

* printing of signs, brochures, collateral, etc.
* equipment including marquees, tables, chairs, etc.
* AV and audio equipment.
* marketing and promotion
* kitchen and cooking equipment
* flights and accommodation for celebrities
* labour to assist with the set up and pack down of the event.

### General Sponsor

[Your Event] offers a number of general sponsorship positions for businesses wishing to leverage our marketing exposure. Places are strictly limited and will be allocated based on alignment with values and vision.

As a general sponsor of the event, you will be offered:

* acknowledgement in the media marketing campaign and promotion
* promotional benefits (below).

**Pre-Event Promotions**

* Logo in advertising material (excluding TV).
* Logo on posters, flyers and program.
* Logo on the event website Sponsors Page [link to page].
* Opportunity to promote your product on the event website Exhibitor List section [link to section].
* Opportunity for promotions via the event’s social media (Facebook and Instagram).
* Promotions in electronic newsletter to the event database.

**During The Event**

* Signs around the event site (location determined by committee).
* Display space at the event.
* Audio visual advertising on the stage screen during presentation breaks.

**Post-Event**

* An option to renew the sponsorship for the next event.
* Images from the event for your use.
* Continual promotion via the event’s social media (Facebook and Instagram).

Financial contribution — cash or in-kind to the value up to $X000 + GST

## Further Information

[Name], Sponsorship Coordinator  
[Email]   
[Phone]

[Website]

## Terms & Conditions of Sponsorship

[Example below. Update with the committee organisation’s legal name and to suit the needs of the committee.]

### Payment & Terms

### A minimum of half the amount owed must be paid within 30 days of signing the sponsorship agreement or by 30 days from the event (whichever comes first), and the remainder within 24 hours before the event. Failure to do so may result in being turned away from the event. An official written agreement must be held between the Event Committee and the sponsoring firm. Payment must be made directly to the Event Committee by the sponsoring firm.

**Eligible Sponsors**

Sponsors will encompass companies and other entities offering materials, products or services of specific interest to attendees as determined by the Event Committee in its sole discretion. The Event Committee also reserves the right to determine the eligibility of any company-specific marketing campaign before distribution. Only the company whose name appears on the face of this contract may be placed in print and pre-outlined sponsorship recognition opportunities.

**Sub-Leasing / Sponsorship Sharing**

No sponsor shall reassign, sublet or share the whole or any part of the sponsorship parameter allotted to the contracting firm without written permission from the Event Committee prior to the recognition opportunities taking action.

**Sponsorship Packages**

Prices quoted include all items listed in the sponsorship proposal and signed contract. These items could range from event-specific, one-time recognition opportunities to long-term multi-media marketing targets. Sponsorship results will be based on prior-event, mutually agreed tests and terms that may include measuring awareness/attitude changes, measuring sales, measuring media coverage, interest levels/participation, number of product-related actions taken, key clients attending and new contacts/mailing list response.

**Cancellation of Sponsorship**

In the event that written notification of intent to cancel is received at least 30 days prior to the event, all sums paid will be refunded. No refunds will be made after this date unless the sponsorship is resold.

**Decorations, Sign & Product Placement**

The Event Committee has full discretion and authority over the placing, arrangements and appearance of items displayed by the sponsor, and may require the replacing, rearrangement or redecorating of any item or of any sponsorship announcement, and no liability shall attach the Event Committee for costs that may devolve upon the sponsor thereby. The event is apolitical and sponsors must not display or promote political messages in association with the event.

**Acceptability of Advertising**

The Event Committee reserves the right to refuse placement of any advertising that it believes to be injurious to the purpose of the publication or the values of the event.

**Photography Disclosure**

By signing the sponsorship agreement sponsors permit photography of the event displaying their brand to be used in future event marketing and promotional activity, as seen fit by the Event Committee.

**Damage to Property**

The sponsor is liable for any damage caused to other sponsors and/or event property.

**Sponsor Conduct**

The distribution of samples, souvenirs, publications, etc. may be conducted by the sponsor only with written approval of the Event Committee. The sponsor shall conduct and operate its sponsorship (if a physical element e.g. exits) so as not to annoy, endanger or interfere with the rights of other exhibitors, sponsors and attendees.

**Cancellation or Postponement of Event and/or Initiative Outlined in Sponsorship Contract**

In the event that the premises in which the event or outlined sponsorship initiative is or is to be conducted shall become, in the sole discretion of the Event Committee, unfit for occupancy, or in the event the holding of the event and or sponsorship initiative or the performance of the Event Committee under the contract (of which these rules and regulations are a part) are substantially or materially inferred with by virtue of any cause or causes not reasonably within the control of the Event Committee, said contract and/or event or initiative (or any part thereof) may be terminated by the Event Committee.

The Event Committee shall not be responsible for delays, damage, loss, increased costs or other unfavourable conditions arising by virtue of cause or causes not reasonably within the control of the Event Committee.

If the Event Committee terminates said contract (or any part thereof) as aforesaid, then the Event Committee may retain such part of a sponsor fee as shall be required to recompense it for expenses incurred up to the time such contingency shall have occurred, and there shall be no further liability on the part of either party.

For purposes hereof, the phrase ‘cause or causes not reasonably within the control of the Event Committee’ shall include, but shall not be limited to, fire; casualty; flood; epidemic; earthquake; explosion or accident; blockade embargo; inclement weather; government restraints; restraints or orders of civil defence or military authorities; acts of public enemy; riot or civil disturbance; strike; lockout, boycott or other labour disturbance; inability to secure sufficient labour; technical or other personnel failure; impairment or lack of adequate transportation facilities; inability to obtain, condemnation, requisition or commandeering of necessary supplies or equipment; local, state or federal laws, ordinances, rules orders, decrees, or regulations whether legislative, executive or judicial, and whether constitutional or unconstitutional; or act of God.

**Limitation on Liability**

The sponsor agrees to indemnify, defend and hold harmless the Event Committee, the event facility, the owner of such facility, and the city/town in which this event is being held, and their respective officers, agents and employees, from and against all bodily and personal injury, loss, claims or damage to any person or any property arising in any way from the sponsoring company, its employees, agents, licensees, contractors or customers. The Event Committee shall not be responsible for loss or damage to displays or goods belonging to sponsors, whether resulting from fire, storms, acts of God, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb threats or other causes.

**Resolution of Disputes**

In the event of a dispute or disagreement between the sponsor and the Event Committee or between two or more sponsors, all interpretations of the rules governing the sponsorship contract, actions or decisions concerning this dispute or disagreement by the Event Committee intended to resolve the dispute or disagreement shall be binding on the sponsor.

**Amendment to Rules**

Any matters not specifically covered by the preceding rules shall be subject solely to the discretion of the Event Committee. The Event Committee shall have full power in the matter of interpretation, amendment and enforcement of all said rules and regulations, and any such amendments when made and brought to the notice of the exhibitor shall be and become part hereof as though duly incorporated herein and subject to each and every one of the terms and conditions herein set forth.

**Default**

If the sponsor defaults in any of its obligations under this contract or violates any of its obligations or covenants under this contract, the Event Committee may, in addition to any other remedies provided for herein or otherwise available to the Event Committee at law or in equity, without notice, terminate this agreement and retain all monies received on account as liquidated damages. The Event Committee may thereupon direct the sponsor or forthwith to remove its employees, agents and representatives, and all articles of merchandise and other personal property from the specified sponsored event and location.

**Agreement to Rules**

The sponsor, for itself and its employees, agents and representatives, agrees to abide by the foregoing rules and by any amendments that may be put into effect by the Event Committee .

**Exclusivity**

The event is offered to all potential sponsors without exclusivity. The Event Committee has sole discretion as to any changes in the policy and will disclose those changes to any and all relevant sponsors prior to the sponsor contract remittance.

**Acceptance**

Once the sponsor signs the Sponsorship Contract and returns it to the Event Committee, all rules and regulations are officially in affect. This agreement shall not be binding until accepted by the Event Committee.

# [Name of event]

# Sponsorship Agreement

Date

Between[Sponsor name] (Sponsor)  
 and   
 [Event organising body] (Sponsee)

## Terms of Agreement

The sponsee agrees to grant the sponsor the following sponsorship rights:

* [Benefits as outlined in the proposal and agreed on]
* …
* …

1. The sponsor agrees to provide:

* [Benefits as outlined in the proposal and agreed on]
* …
* …

1. The sponsorship will be for the period of [start date] to [end date].
2. The attached Terms and Conditions apply.
3. It is agreed that at the time of renegotiation, the sponsee will automatically invite the sponsor to renegotiate the agreement.
4. In the event of a dispute arising that the parties themselves cannot resolve, the parties agree to refer the matter to an independent arbitrator appointed by agreement.
5. If the parties cannot agree on an arbitrator, or both parties do not agree with the decision of the arbitrator appointed, the agreement may be terminated in the following manner:
   1. If the breach is one that can be rectified, then the non-breaching party can request in writing that the breach be rectified in 14 days. If the breach is not rectified within that time, the non-breaching party may terminate the agreement immediately.
   2. If the breach is one that cannot be rectified, the non-breaching party may terminate the agreement by giving 14 days written notice of their intention to terminate.
   3. If either party goes into liquidation, is wound up, dissolved (except for the purpose of reconstruction or amalgamation), enters into a scheme of arrangement or is placed under official management or in receivership, the other party may terminate the agreement by giving 14 days written notice of their intention to terminate under the clause.
   4. In the event of a termination under this agreement, each party’s rights and liabilities will cease immediately but the termination shall not affect a party’s rights arising out of a breach of this agreement by the other party.

Signed:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Sponsor Sponsee

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title Title

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date Date