

Sponsorship proposal template for events

This template is meant to be a general guide and layout for a simplified sponsorship package, complemented with the guidelines on sponsorship sales and management, and with a sponsorship proposal example that are provided separately.

It assumes you know what your assets are worth and that you have at hand data and other demographics about your event attendees.

Save a copy of this template and feel free to edit the slides to develop your own sponsorship proposal: follow the recommendations mentioned in the guidelines and include data, information and content from your organization and community that should help market your event or activity to potential sponsors.

The colours and branding can be simply customized using the toolbar, to suit your event. The instructional slides and notes shall be removed before sending.

Before you start

Keep it short and to the point

Developing an effective sponsorship presentation requires being crystal clear on the most relevant content to be shared with the potential sponsors.

Target the right sponsors

Make partnerships a win-win by approaching companies and brands that are aligned with your values and resonate to your event attendees, as those are key elements to drive Return on Investment for sponsors.

Know your market value

Make sure the items in your sponsorship inventory are priced fairly. Your event could be undervalued, and your reputation could be hit, by assigning a wrong price to your assets.

Be flexible with solutions

The traditional sponsorship approach of Bronze, Silver, and Gold sponsorship packages surely won't appeal to most of your targets. Be flexible and offer tailored sponsorship solutions to increase the chances of having more sponsors.

Mind the visual aspect

The recommendation is to include strong pictures from your previous events and initiatives, possibly on each slide, and to strike a balance with the text included.

Recommended structure

- Front cover – Event name and tagline
- Introduction – Chess today
- About your organization
- Event description
- About the attendees (audience profile)
- Event promotion plan
- Sponsorship opportunities
- The package and the benefits
- What sponsors get / highlight past successes
- Images from past sponsorships
- Table or diagram summarizing the proposal
- Contacts

The purpose of this document is to provide a structured sponsorship sales presentation document, including the various sections that would back-up the sponsorship sales process.

The structure of this document is based on similar sponsorship sales presentations issued by the FIDE Marketing team in the past. All various sections included cover specific areas that are considered of key importance to substantiate the value proposition of a sponsorship proposal.

Event Date | Location

Event Name

Event tagline

Introduction - Chess today

Chess was already experiencing an upsurge in popularity during 2019, thanks to streaming platforms like Twitch.

When the pandemic hit, and people began to spend more time indoors, chess became one of the biggest global trends.

Those who were already fans were playing more than ever before; people who had played in their youth, took up the game again; and many others took the chance to learn, or to teach their kids how to play. Chess became a favorite pastime during the global lockdowns.

This trend was further fuelled by the resounding success of 'The Queen's Gambit'. The Netflix series was watched by over 200 million viewers, ranked in the top-ten charts in 92 countries, and became the most popular production in the history of the streaming platform.

This phenomenon has caught the attention of mass media, where we have registered more than 220,000 publications about chess during 2020 only. Media actors like Forbes, New York Times, CNN, The Economist, Bloomberg, Wired and Der Spiegel have reported about what they call a "chess boom" or "chess renaissance".

What happened since 2020 has generated a new generation of chess enthusiasts who, not only play chess, but also watch chess videos and streams as a way to learn, improve, or simply enjoy the games of the Grandmasters.

Despite being a 1.500-year-old game, chess is very appealing for a young audience, including teenagers: nowadays, more games are played online every day than over a physical world. Smartphones and tablets make chess ubiquitous. This shows that there is a growing market for chess as a spectator sport with untapped potential. Steve Martin, CEO of M&C Saatchi Sports, described chess as "the sleeping giant of the sports/entertainment world".

About your organization

- Who you are (brief credentials as an event organiser or what makes you an expert in your field if launching a new event)
- Why you are organising this event
- List other events/activities organized by you

Event description

Show the credibility of your event

If you've run the event previously, include a slide with the following:

- Photos/videos
- Testimonials
- Key stats
- Event survey data
- Which event goals were achieved in the past (attendance, etc.)

About the attendees

Who are your attendees and what are they interested in?

Describe your demographic – try to be as specific as possible and relate how this audience is relevant for the potential sponsor you're pitching.

Talk about your event participants, audience, attendees, delegates, etc.

Don't have this data? The recommendation is to send a survey to your audience, possibly before and after your events.

If necessary, you may want to run contests and giveaways in connection with those surveys, so to incentivize your audience to participate in the survey and tell you more about themselves.

Sharing data about your audience is one of the most compelling arguments to be shared with a potential sponsor, as it would help answer the question: "Why should this event be of interest of such company?"

How many people are you expecting to attend?
Include a rationale of how you got to this number, citing previous events, ticket sales, or similar events in comparable cities.

Event promotion plan

What are your event promotion plans? How will you reach your attendees? How will you provide brand exposure, both online and offline, to your sponsors?

This is the place to include your reach on social media, email lists, number of media contacts and any other relevant information concerning the marketing and communications side of your event.

Please see Step 4 of the guidelines for more details.

A win-win partnership may include an active participation from the sponsors in the event promotion, through direct communications, before and during the event, across their own channels about their role in the event and the various activations they are benefiting from.

Getting sponsors involved in the event promotion from the start of the sponsorship is easier than asking them for some social media posts or tweets just on the last days leading up to your event.

Sponsorship Opportunities

Create a tailored sponsorship package or present 'a la carte' options to your potential sponsor leveraging the available sponsorship inventory (see examples in the guidelines).

List some ideas from your audience surveys that will improve your audience experience, and that would resonate with the sponsor's objectives.

Include examples and ideas of things that stand out as unique and/or solve some pain points of your potential sponsor.

Keep in mind that a sponsorship is much more than just a list of branding items that can carry a sponsor's logo.

Leverage your audience data and help your potential sponsor think of some unique ideas to get integrated with your event and obtain a significant Return on Investment.

The package and benefits

What do they get? Don't just include on-site and online benefits, but include things like co-branding on all marketing materials, access to attendee list, and any other pre- or post-event promotion they'll enjoy.

Mention if this is exclusive or how many opportunities are available at this level of sponsorship.

You may also want to offer them naming rights on your event, which means that the sponsor's name will be integral part of the event title, a benefit that would ensure the maximum visibility that an event could offer.

The recommendation is to use this section to get some ideas on the table to help your sponsors think of new ways to get involved with you and to generate value for them.

Break it into sections like branding, media promotion, hospitality, etc. rather than listing arbitrary levels with prescribed assets that sponsors should buy.

The package and benefits

How much will it cost?

The recommended options here are:

- 1. List asset options and brand activation opportunities – possibly with the associated value/price of each**
- 2. Discuss a tailored approach that you think best suits their business and objectives.**

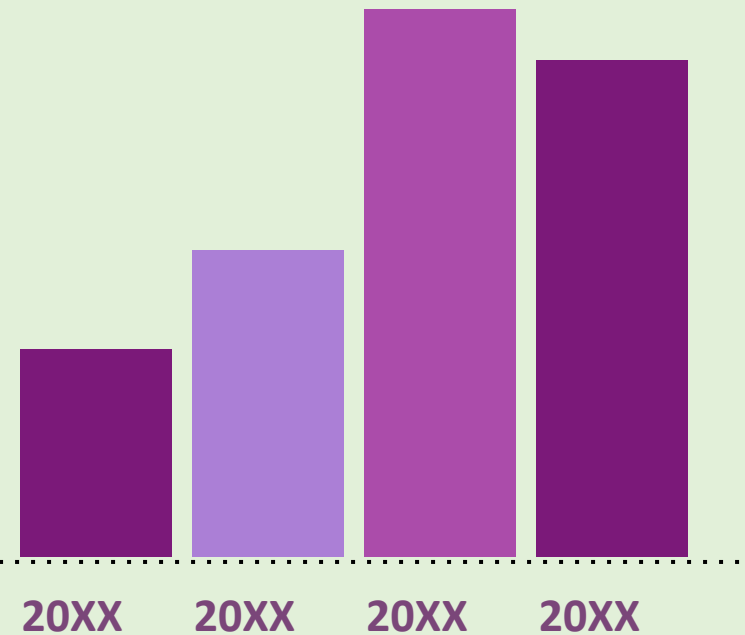
Tell them that it would be on them to decide what to include in their sponsorship package, not on you. Remind them that, if they don't want some of the options included in your initial proposal, they may get to trade them for something else. Everything you do is custom and built for their budget.

Ask them questions throughout the document, engage them, encourage them to customize. In fact, outright tell them that you prefer to customize the package because only they know their business, not you. As they customize the package with your help, they tell you what they want, how they measure success and what they are looking for. This is extremely valuable for the sponsorship sales person.

What sponsors get / highlight past successes

If you have previous results from your event sponsorship or the projected results for sponsors, include them here.

Make sure you have clarity on the market value of the sponsorship assets available to avoid over or under valuing the partnership.



Use images from past sponsorships, if available

**Include a table or diagram
that summarizes the proposal
in a single page**

Contact

- ❑ **Include a call to action** (i.e. a text that encourages the recipient to perform a certain task).
- ❑ **Encourage them to get in touch**, tell you what's missing and/or tell you what they want to add or change.
- ❑ **Make it clear that your proposal is a conversation tool and not set in stone.** It's important to say this multiple times throughout the document.

This way, even if they don't read the entire proposal, your philosophy should be clear to them.

- ❑ **Make your contact info bold, obvious and uncluttered.**
- ❑ **Don't use an info@ e-mail address.** A real person with a real name only.