

## SPONSORSHIP MARKETING PLAN

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**EVENT TITLE:**

**EVENT LOCATION:**

**EVENT DATE:**

**EVENT ORGANIZERS:**

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### OVERVIEW:

- Provide a brief overview of the event (what are the event elements and why will people want to attend?)
- Briefly explain the purpose and objective(s) of the event
- Define the purpose of the sponsorship (offset costs, to build community relationships, to add value to the event, fundraising – i.e. prizeing, etc.)
- Who will be responsible for soliciting sponsorship?
- What is the sponsorship goal? (dollar and/or in-kind goal)
- What is the approximate event cost?

### DEFINE YOUR TARGET AUDIENCE

- Outline who your target guests will be and why this may be of interest to potential sponsors.

### WHAT ARE YOU SELLING?

- Explain why your event is a great event for a sponsor to be involved in (does your brand have great awareness?). Who is attending the event – will the sponsor want visibility to this target audience?
- Note if you will be distributing pre-event advertising that the sponsor may gain visibility through
- Write a list of all sponsorship opportunities to sell to potential sponsors
- Why are these items of benefit to the potential sponsors?