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# Logo, company name Description automatically generatedSponsorship packages & proposals

The first step in developing relationships with local businesses in your community is to spend some time discussing their business needs to determine how you and your Sports Business Program can help.   
  
When the time is right to present a proposal to your prospective sponsor, make sure you have carefully customized a package that helps meet the needs of each business. For example, if they have revealed that they don't plan to attend any school sporting events and don't have an interest in providing tickets for employees or customers, don't include tickets and hospitality in the partnership proposal. If they have indicated a desire to promote products and services to the student body, be sure to develop the proposal accordingly. The key is determining what your program can offer a business in a way that the company or brand will benefit.  
  
As sponsorship team members prepare to meet with businesses, you want to be sure to thoroughly review the rate card and a firm understanding of all the sponsorship inventory available to your potential corporate partners.  
  
Before actually setting up any appointments or sales calls, be sure to practice the sales process using the sponsorship team role play provided in the next activity. You may also want to review the sales tips provided in the “tip sheets” documentation.

**Step 1: Review the sample sponsorship proposal below to gain an understanding of how packages can be customized to meet the needs of each individual sponsor. Understanding the type of business, and their needs, will go a long way in helping your program to find success selling sponsorships.**

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**Step 2: Using a separate sheet of paper, customize a package that you can offer as a proposal to a local business using the following criteria:**

1. The business has indicated a desire to support your high school baseball team
2. The business has several employees with parents of student-athletes who play football, softball, and baseball
3. The business is a local sporting goods store who benefits from high school sports in the area
4. The business has indicated that it often entertains vendors at sporting events
5. The business has indicated it has a budget of around $1,000