2. SPONSORSHIP PROPOSAL

Consists of

1. **Introductory Letter**
    i. **An executive summary**
    ii. **A brief summary of the key elements that will be outlined within the proposal**
    iii. **Address the benefits of sponsoring the sport, event or athlete for that particular corporate organisation**
2. **Prospectus**
    i. **Introduction - Profile of the organisation/sport**
    ii. **Marketing Objectives**
    iii. **Components of the sponsorship and benefits**
        a. **Media coverage**
        b. **Signage**
        c. **Proposed Naming Rights**
        d. **Sponsor involvement**
        e. **Unique opportunities for the sponsor**
    iv. **Value of Sponsorship to the sponsor**

***TIP**: make sure that the introductory letter is personalized and addressed to the decision maker in the organisation concerned and that you continue that personalization by referring to the person, the company and the product throughout the letter.*

For example:

(1) Introductory Letter - Sponsorship Proposal

<club president/sponsorship coordinator>
<name club> Rugby Union Club Inc.
<address>
Phone: <>
Mobile: <>

<name>
<position>
<company name>
<address>

Sponsorship Proposal

Dear <name>,

Please find enclosed a sponsorship proposal for your consideration.

The Ballymore District Rugby Union Referee Association has been servicing the rugby community in Ballymore since 1967. Currently the BDRURA is made up of 31 active members that service the game in an officiating capacity for all fixtures.

The BDRURA provides referees to over 1000 games per year at various venues in Ayr, Ingham, Charters Towers and Ballymore. The referees are a visible product in the game of Rugby. Referees are not paid, and referee for the love of the game.

The BDRURA is seeking a sponsor to be the naming rights sponsor for the BDRURA Referees for the 2006 Ballymore and District Rugby Union Competition.

The rugby season runs from April to late September. Over the course of the season the referees are seen by over 1500 players ranging in ages from 8-45, and an estimate of 5 000+ spectators. The game of rugby union also receives excellent TV coverage once a week that often includes the referee as play is followed.

Principal Sponsor:
Number: one
Cost: $ 5 000 (+GST)
Benefits:

- Naming rights sponsor
- Visible logo on all referee uniforms (jersey/bags) TIP: include jersey design
- Officially known as "<insert sponsor> Referee Association" in all media and correspondence. TIP: attach logo with all official correspondence
- Signage to identify the Referees Room and/or at Ground
- Catered tent with BDRURA at Grand Final

If you wish to discuss this further with me please don't hesitate to contact me. I will be in contact with you in the next couple of weeks to discuss our proposal.

Regards

<name>
President – <club> Rugby Union Club Inc.

(2) Sponsorship Prospectus

1. Introduction:

The Ballymore District Rugby Union Referee Association has been servicing the rugby community in Ballymore since 1967. Currently the BDRURA is made up of 31 active members that service the game in an officiating capacity for all fixtures in the Ballymore District.

The BDRURA provides referees to over 1000 games per year at various venues in Ayr, Ingham, Charters Towers and Ballymore. The game of rugby union is experiencing a time of growth in Ballymore with 43% increase in the number of players from 2001-2005. The referees are a visible product in the game of Rugby Union. The organisation is a non-for profit incorporated body that provides its service at no fee to the spectator or player. Our referees, referee for the love of the game.

The BDRURA is seeking a major sponsor to assist in covering costs associated with clothing and referee recruitment. The BDRURA is seeking a sponsor to be the naming rights sponsor for the BDRURA Referees for the 2006 Ballymore and District Rugby Union Competition. The rugby season runs from April to late September with games held in Ingham, Charters Towers, Burdekin, Townsville (Hugh st complex) and at James Cook University Ballymore Campus. Over the course of the season the referees are seen by over 1500 players ranging in ages from 8-45. The game of rugby union receives excellent TV coverage once a week that often includes the referee as play is followed. It is not possible to gauge exactly the number of coaches, administrators, parents and volunteers view rugby union in Townville over a season but with over 1500 players, it would be a conservative guess to assume over 5 000 various parties per season.

2. Marketing Objectives:

- Obtain a corporate sponsor (a combination of cash and in-kind) for the BDRURA
- Raise the profile of BDRURA Referees in the Rugby Union community. Measured through a 10% increase in media coverage and a 5% increase in requests for referee information packs and merchandise to be distributed.
- Securing of a naming rights sponsor for the BDRURA
- To expand promotional activities in general about the referees at the community level

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3. Components of the Sponsorship Package.

Principal Sponsor:
Number: one
Cost: $ 5 000 (+GST)
Benefits:

- Naming rights sponsor
- Visible logo on all referee uniforms (jersey/bags) officially known as “xxxx Ballymore Referee Association” in all media and correspondence.
- Use of sponsors logo in all promotional and advertising material
- Signage to identify the Referees Room and/or at Ground
- Catered tent with BDRURA at Grand Final

4. Value of sponsorship to the sponsor.

By sponsoring the BDRURA it gives a unique opportunity to be involved in grass roots rugby union in Ballymore and forge a mutually benefiting relationship with an amateur sporting body.

The sponsor would experience exposure of their brand at all rugby union fixtures over the 2006 season at the ground, in print as well as on the local news. Also an opportunity to attend the Ballymore and District Rugby Union Grand Final Day and, the BDRURA annual dinner.

Acknowledgements

Adapted from information provided or previously published by the Queensland Rugby Union.