**TEMPLATES**

**Sponsorship Prospectus**

**and**

**Sponsorship Agreement**

[It is recommended that this document is designed so it looks professional, using your event’s brand and images to bring it to life]

**[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 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 target markets or with a new target market.
* Re-engage past customers.
* Build awareness of your business and what it sells, by showcasing your products or services to attendees.
* 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 audience
* Collect information on potential customers (e.g. customer research or contact details, for example via a competition).
* Reward your employees, such as with free tickets.
* Offer a fun and enjoyable teambuilding experience for employees, such as through volunteering together.
* Establish or improve your business’ image as a good corporate citizen that invests in the community it serves, making people feel good about your business and increasing brand loyalty.

**NAME, DETAILS AND CREDENTIALS OF OUR ORGANISATION**

[Year] [Your Event]

Organising Body: [Insert name of organising body and contact details for event organiser/s]

**DESCRIPTION OF THE EVENT**

**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 – the desired future position of the event]

**MISSION STATEMENT**

[Your event’s mission statement – how it will achieve its vision: 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 festival with, with a summary of each graph e.g., *Based on the 114 online and 118 face-to-face surveys and postcode records, the following are the key markets attending the festival…*

*Visitors are aged primarily in the 30-49 age bracket, and they are visiting in groups of 3+ It is a day out in the country for family and friends! This is reinforced by the fact that of those who were staying overnight for the event, close to 40% were staying with family and friends.*]

**[THIS YEAR] EVENT FEATURES**

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

**WHERE AND WHEN THE EVENT IS HELD**

**WHEN**: [of your event]

**WHERE**: [venue name and address]

**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]. The majority of visitors are attending in groups of families and friends to enjoy a day out in the country [for example].

**MARKETING**

Following is an overview of the marketing and communication channels for last year’s event:

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

In addition to the paid advertising and promotion, [Your Event] is a great media story that gains a lot of exposure. Following is a summary of the just some of the media coverage received for last year’s event.

* [List of articles published in print and online i.e., Name of website: Article name: Article url]

The event also has a strong online and social media presence, which includes an informative website, Facebook and Instagram:

Website: [Insert your website address]  
Facebook: [Insert your Facebook page name]  
Instagram: [Insert your Instagram handle]

The following table shows an indication of the planned marketing activity in the lead up to [Your Event].

[Provide an overview of the planning marketing activity for the upcoming event – 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 you achieve your aims, such as

* Increase sales
* Launch a new product or service
* Access a new market
* Create or increase brand awareness or loyalty
* Marketing exposure to the festival audience and target markets
* Community engagement
* Third party endorsement of your brand by the festival
* 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 during the quiet tourism season
* Be associated with an event seen positively by both locals and visitors
* Have an opportunity to network and build relationships with other sponsors and local businesses and Government representatives

Your financial support will enable us to

* Cover the many costs of delivering an 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 reduce the need to raise revenue to cover the festival’s costs
* Support the festival’s labour requirements
* Add to the fantastic event experience we offer to attendees

[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 such as

* Acknowledgement in the event’s marketing activities
* Prominent signage at the event
* A 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 to participate in
* Opportunity to have staff working at the event with branded uniforms
* Opportunity to work with a celebrity presenter
* Opportunity to open or speak at an event

**MAJOR PARTNER OR NAMING RIGHTS**

[Insert brief description about this partnership – two sentences will be 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 signage throughout the festival site
* A 6m x 3m display space (if required) at the event
* Opportunity to provide sample bags/goods for attendees
* Audio visual advertising on screens
* Opportunity for a speaking slot
* Promotional benefits as outlined below under general sponsorship

Financial contribution: $X,000 + GST

TIP: 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 signage on the Family marquee
* Opportunity to have staff working in the marquee with branded uniforms
* A 3m x 3m display space at the event
* Opportunity to provide sample bags and promotional items as giveaways for children
* Promotional benefits as outlined below under general sponsorship

Financial contribution: $X,000 + GST

**SPONSORSHIP OF CELEBRITY**

As Celebrity/VIP guest 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 signage around the event
* A 3m x 3m display space at the event
* Promotional benefits as outlined below under general sponsorship

Financial contribution: $X,000 + GST

**SPONSORSHIP OF ENTRY GATES**

[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 signage at the allocated entrance
* Opportunity to have staff working on the gate with branded uniforms
* Promotional benefits as outlined below under general sponsorship

Financial contribution: $X,000 + GST

**IN KIND SPONSORSHIP OPPORTUNITIES**

Following is an outline of some of the in-kind sponsorship opportunities that will assist the event.

* Printing of signage, brochures, collateral
* Hire 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 festival

**GENERAL SPONSORSHIP**

[Your Event] offers a number of general sponsorship positions for businesses wishing to leverage off the marketing exposure of the festival. 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 as outlined below.

Pre-Festival Promotions

* Logo in relevant advertising material (excluding TV)
* Logo on posters, flyers and program
* Logo on the event website Sponsors Page ([www.yourevent.com.au/about/sponsors.aspx](http://www.yourevent.com.au/about/sponsors.aspx)) with a link to a website of your choice.
* Opportunity to promote your product on the event website within the Exhibitor List section.
* Opportunity for promotions via the event’s social media (Facebook and Instagram).
* Promotions via an electronic newsletter to the event database.

During The Festival

* Signage around the event site (location determined by committee)
* Opportunity for display space within the event.
* Opportunity for audio visual advertising on the stage screen during presentation breaks.

Post-Festival

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

Financial contribution: Cash or in kind to the value up to $X,000 + GST

**IN KIND SPONSORSHIP OPPORTUNITIES**

Following is an outline of some of the in-kind donations that will assist the festival.

[Examples below]

* Printing of signage, brochures, collateral
* Hire equipment including marquees, tables, chairs, etc
* AV equipment
* Marketing and promotion
* Labour to assist with the set up and pack down of the festival

**FURTHER INFORMATION**

[Name], Sponsorship Coordinator  
Email:   
Phone:

Website:

**TERMS & CONDITIONS OF SPONSORSHIP**

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

1. PAYMENT AND TERMS  
For sponsorships, 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.

2. ELIGIBLE SPONSORS  
Sponsors will encompass those companies or 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.

3. 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

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

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

6. DECORATIONS/SIGN AND PRODUCT PLACEMENT  
The event committee shall have full discretion and authority over the placing, arrangements, and appearance of all 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 festival.

7. ACCEPTABILITY OF ADS  
The event committee reserves the right to refuse placement of any ad that it believes to be injurious to the purpose of the publication or the values of the festival.

8. PHOTOGRAPHY/DISCLOSURE  
By signing the sponsorship agreement sponsors agree to have any photography of the festival displaying their brand to be used in future festival marketing and promotional activity, as seen fit by the event committee.

9. DAMAGE TO PROPERTY  
The sponsor is liable for any damage caused to other sponsors and/or festival property.

10. SPONSOR CONDUCT  
The distribution of samples, souvenirs, and 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 exits) so as not to annoy, endanger or interfere with the rights of other exhibitors, sponsors and attendees.

11. 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.

12. 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.

13. 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.

14. 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.

15. 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 of its articles of merchandise and other personal property from the specified sponsored event and location.

16. 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 .

17. 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.

18. 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

TIP: It does not matter how big or small a sponsor, we highly recommend that you have an agreement like this signed by all sponsors. Being extremely clear on expectations and deliverables will prevent any confrontation or issues.

Update the following agreement to align with your event, and have the draft agreement checked by a solicitor.

**DATE:** [Insert date]

**BETWEEN:** [Insert sponsor name] *(Sponsor)  
 AND*   
 [Insert name of event organising body] *(Sponsee)*

**TERMS OF AGREEMENT:**

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

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

1. The sponsor agrees to provide:

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

1. The sponsorship will be for the period of [insert start date] to [insert 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:

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

**The sponsor The sponsee**

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**Title Title**

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

**Date Date**