

Sample Proposal Brief for Prospective Corporate Sponsors

Below are highlights of a proposal brief for corporate sponsors. Modify, using your own words; add subheadings, where appropriate.

[ASSOCIATION] is committed to strengthening its collaboration with corporate partners by developing customized, innovative sponsorship opportunities that deliver value to sponsors, members, and the association.

This year-long sponsorship opportunity for [COMPANY] is designed to align with and support [COMPANY MISSION]. By aligning this partnership into [ASSOCIATION]'s initiatives, [COMPANY] can achieve its business objectives and marketing goals.

[ASSOCIATION] has structured this [SPONSORSHIP/PARTNERSHIP] opportunity to align with [COMPANY]'s business objectives and marketing goals, as discussed in our recent exploratory meeting. This customized approach ensures that the [SPONSORSHIP/PARTNERSHIP] delivers measurable outcomes for [COMPANY] while supporting the association's mission.

Based on our discussions, this sponsorship is designed to help [COMPANY] achieve the following objectives: [BULLET POINT LIST 6 OR MORE OF THE COMPANY'S OBJECTIVES]

Rather than relying on à la carte sponsorships, a year-long, collaboratively-created package of benefits provides greater value for both sponsors and the association.

To fulfill [COMPANY's] business objectives and marketing goals, this partnership includes: [BULLET POINT LIST OF ABOUT 12 BENEFITS]

This [SPONSORSHIP/PARTNERSHIP] includes a designated [ASSOCIATION] account executive to service the [SPONSORSHIP/PARTNERSHIP]; conduct regular check-in calls/meetings to review progress; provide an annual fulfillment report; and curate custom opportunities throughout the year.

The proposed duration of the [SPONSORSHIP/PARTNERSHIP] is [NUMBER OF YEARS]. The annual [SPONSORSHIP/PARTNERSHIP] fee is [\$XX,XXX]

We invite [COMPANY]'s executives to a meeting or call to review this proposal brief and ensure it aligns with the insights and priorities discussed in our previous conversation[s]. We look forward to exploring how this [SPONSORSHIP/PARTNERSHIP] can create lasting value for both [COMPANY] and [ASSOCIATION]. Thank you for your consideration.

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