

Anatomy of a Sponsorship Packet

Cover Page

- Create a cover page for your packet featuring your organization's name, logo, event name, and impactful images. A cover page makes your sponsorship packet easily identifiable and provides a first impression of your nonprofit.

Cover Letter

- Start your packet off with a brief letter to provide an overview of your packet. This letter provides sponsors with a quick summary of what to expect. For more sponsorship letter templates, check the [Corporate Sponsorship Cheat Sheet](#).

Nonprofit Mission

- Give a brief description of your nonprofit's mission, preferably with a few key statistics and infographics that highlight your real-life impact in your community. You want potential sponsors to know that your nonprofit is reputable and worth partnering with!

Target Demographic

- Following a brief overview of your organization, state who will benefit from a sponsor's generosity. Demographic information can also include things like age range, interest or hobbies, location, gender, level of education, family status, household income, occupation, religion, or affiliations.

Event Details and Goals

- Keep it short and sweet, but make sure to include your event's name, date, start time, and location. Describe the impact your fundraiser, and specifically a sponsorship, will have on your mission and in your community. You want potential sponsors to clearly understand how they can make a positive difference by partnering with your organization! Be clear about what you're asking for, a sponsorship. Your ask should be stated before listing different sponsorship levels.

Sponsorship Levels and Benefits

- The teaser for each package should include a breakdown of overall cost and general benefits, such as the number of event tickets included in the package. You'll want to list out the specifics of what the sponsorship benefits are, whether those details include promotional opportunities or reserved seating at the event. Your sponsorship level names can match the theme of your event for an added touch. If you have custom benefits open to negotiation, note that in your packet!

Commitment Form and Contact Information

- Include a commitment form for sponsors to fill in and send back to your organization. Always include a firm response deadline so you have time to reach out to additional sponsors if necessary. Include a direct phone number and email address for the event coordinator or other contact who will be able to answer potential sponsor questions.

Cover Page Template

[Your organization name]
[Your logo]
[Event name]
[Website address or QR code]
[Impactful images]

Cover Letter Template

[Date]
[Name]
[Organization]
[Tax ID #]
[Street]
[City, State ZIP]

Dear [Sponsor's name],

For [X] years, our [organization] has served the [community name] community. To provide our community with [mission], we're looking to raise [\$] to fund our [project].

To achieve our goals, we are seeking sponsors to support our upcoming [event name], which takes place on [event date].

We believe that [sponsor organization] would be a valuable partner to our fundraising event and would help us hit our fundraising goals.

As a sponsor, [sponsor organization] would provide [donation or service] in exchange for [sponsorship benefit].

Or if [sponsor organization] provided [different donation amount or service], [organization] would offer [different sponsorship benefit]. We would be thrilled to discuss this opportunity with you in more detail.

Thank you for considering sponsoring our [event name]. Please reach out to us at [contact information] to discuss more sponsorship details. We can't wait to hear from you!

Sincerely,

[Your name]
[Title/position]
[Organization]
[Contact information]

Nonprofit Mission Template

Our Mission

At [organization name], our mission is to [mission statement].

Our Impact

Since our founding in [year], we have been committed to [describe focus of your organization, such as improving education, alleviating poverty, supporting the arts, etc.]. Here are a few key statistics that highlight our community impact:

[Statistic #1] Over the past [X] years, we've provided [X] amount of [service].

[Statistic #2] We've served [X] amount of [impacted demographic] in our community.

[Statistic #3] With [\$] raised from [previous fundraising event], we supplied [service] to [X] amount of [demographic].

[Infograph of major statistic]

Impact Stories

Here are a few stories from the lives we've changed:

[Story #1 Title]: [Brief description of the story of a life changed and its impact.]

[Image showing your organization's work]

[Story #2 Title]: [Brief description of the story of a life changed and its impact.]

Target Demographics

Basic Information:

- Age range:
- Gender:
- Location:
- Occupation:
- Religious affiliation:
- Political affiliation:

Household:

- Income:
- Family structure:
- Interests and hobbies:
- Lifestyle:
- Social media platforms:

[Infographs of main demographics]

Event Details and Goals Template

Event name:

Date:

Start time:

Location:

Event Goals:

Our primary goal for this event is to [insert goal]. By reaching our goal we can create significant, positive change in our community. We're asking you to join this transformational work by sponsoring our upcoming [gala, race, event title, etc.] with a donation.

Here's how your contribution can transform lives:

[\$] sponsorship = [X impact]

Your [\$] sponsorship will [X impact] to support [your mission].

Example impact statements:

\$1,000 sponsorship = 200 meals served

Your \$1,000 sponsorship will provide 200 nutritious meals to families in need.

\$500 sponsorship = 10 children's school supplies for a year

With a \$500 sponsorship, you will equip 10 children with the necessary school supplies for an entire year.

\$250 sponsorship = 5 homeless individuals receive shelter and support for a month

A \$250 sponsorship will provide 5 homeless individuals with shelter, meals, and essential support for a month.

\$100 sponsorship = 20 trees planted

Your \$100 sponsorship will help plant 20 trees for a greener environment for our community.

Sponsorship Levels and Benefits Template

[Themed sponsor level name] Sponsor - Cost: [\$]

Benefits:

- [X] Event tickets
- Website logo placement and size:
- Branding:
- Speaking opportunity:
- Media exposure:
- Branded items:
- Advertising:
- Booth space:

[Image featuring benefit]

[Themed sponsor level name] Sponsor - Cost: [\$]

Benefits:

- [X] Event tickets
- Website logo placement and size:
- Branding:
- Media exposure:
- Branded items:
- Advertising:
- Booth space:

[Themed sponsor level name] Sponsor - Cost: [\$]

Benefits:

- [X] Event tickets
- Website logo placement and size:
- Branding:
- Media exposure:
- Advertising:
- Booth space:

[Image of media example]

Commitment Form and Contact Information Template

Company Name: _____

Billing Address: _____

City: _____ **State:** _____ **ZIP:** _____

Contact Person: _____ **Email:** _____

My company offers matching gifts ___ **Yes** ___ **No**

Commitment Level:

Gold Sponsor - [\$] ___ Silver Sponsor - [\$] ___ Bronze Sponsor - [\$] ___

Payment Details:

- **Please Invoice To:** _____
- **Pay Online:** [Link or QR code] or reach out to [email]
- **Check Enclosed:** \$_____ (Payable to [your organization information])
- **Credit Card (Circle One)** : American Express | Discover | Mastercard | Visa
Name as it Appears on Card: _____
Card Number: _____ CVV Code: _____ EXP: ____/____

Sponsor Signature: _____ **Date:** _____

Return Address:

[Name]

[Organization]

[Tax ID #]

[Street]

[City, State ZIP]

Please respond by [date] to confirm your sponsorship for [event name].

For any inquiries or to confirm your sponsorship, please contact:

Event Coordinator: [Name]

Phone: _____ **Email:** _____

Website:

Social media: