

Sponsorship Proposal STORY ARC

Hollywood blockbusters follow a very predictable story arc, building from introducing the characters right up to the climactic scene. They use this formula over and over, and they do that because it works.

Best practice sponsorship proposals follow the same formula, taking the potential sponsor through a series of steps – a story arc - building to an epic climax for the sponsor’s brand. This approach makes it easy to sell internally, and a lot easier for them to say “yes”.

HOLLYWOOD STORY ARC

CLIMAX

DRAW YOU INTO THE STORY

WRAP UP

FLESH OUT THE CHARACTERS

INTRODUCE THE CHARACTERS

What are you selling sponsorship of – your event, team, museum, charity, etc? This section comprises two pages:

- > Cover page
- > One arresting quote, photo, or statistic to set the scene

This is the part of your proposal where you showcase why this sponsorship makes sense for the sponsor. This is the set up for the big climax, and comprises two sections:

- > Property overview – Not an overview of the sponsorship!
- > Property details – Date, location, number of attendees, etc

This is the part of your proposal where you showcase why this sponsorship makes sense for the sponsor. This is the set up for the big climax, and comprises two sections:

- > Target market segmentaton – Be sure this is psychographic segmentaton, not demographic. Tell the sponsors who your fans are, not what they are!
- > Overview of your marketing plan, including your marketing objectives and how you are going to achieve them

This is what the sponsor is there for: How this sponsorship can help them to achieve their overall marketing objectives. The section will be titled “Leverage Ideas”, and is all about establishing vision for the sponsor’s stakeholders about what is possible. This section will have two distinct parts:

- > A restatement of the perceptions and behaviours the potential sponsor is trying to change or reinforce (AKA their marketing objectives).
- > 2-3 pages of creative ideas for how they can leverage the opportunity you’re selling to achieve what they need to achieve with their target markets.

With the vision established, this is all about the mechanics of the deal, and will comprise:

- > A comprehensive list of the benefits offered.
- > The price and terms.

INTRODUCE THE PROPERTY

FLESH OUT THE PROPERTY

CREATE CONTEXT

CLIMAX

WRAP UP

PROPOSAL STORY ARC