



# SPONSORSHIP GUIDE FOR THE VOLUNTEER SECTOR



Government  
of South Australia



OFFICE FOR  
**VOLUNTEERS**

# INTRODUCTION

---

South Australia has the highest rate of volunteer involvement per capita of any State or Territory. These volunteers provide an invaluable support to individuals and the wider community of South Australia. They volunteer both time and energy in a variety of contexts, which include the arts, community services, education, emergency services, sport and recreation, health, tourism and the environment.

Many volunteer organisations rely on various kinds of sponsorship to assist them in their activities. In particular, the business sector plays a key role in supporting volunteering, often factoring social and environmental obligations into their planning and development strategies. Despite an increasing social awareness, gaining sponsorship is still not easy and is often very competitive.

Now, more than ever, it is important that initiatives are developed to help strengthen the volunteer community. The Sponsorship Guide is one such initiative and the Office for Volunteers hope it will prove to be a valuable resource for many years to come.



## OFFICE FOR **VOLUNTEERS**

---

Office for Volunteers  
Department of the Premier and Cabinet  
Level 9, 50 Pirie Street  
GPO Box 2343  
Adelaide SA 5000

Ph: (08) 8463 4490  
Email: [ofv@saugov.sa.gov.au](mailto:ofv@saugov.sa.gov.au)  
[www.ofv.sa.gov.au](http://www.ofv.sa.gov.au)



# CONTENTS

---

<b>Introduction</b>	<b>1</b>
<b>Sponsorship proposals</b>	<b>3</b>
<b>About your organisation</b>	<b>4</b>
<b>Events</b>	<b>5</b>
<b>Benefits for sponsors</b>	<b>5</b>
<b>Sponsorship packages</b>	<b>6</b>
<b>Sponsorship agreements</b>	<b>7</b>
<b>Delivering benefits</b>	<b>8</b>
<b>Maintaining a sponsorship relationship</b>	<b>8</b>
<b>Final checklist</b>	<b>9</b>



# SPONSORSHIP PROPOSALS

---

The amount of detail required in a sponsorship proposal largely depends on the level of sponsorship which is sought. It may vary from a simple letter seeking in-kind support for a small community event or fundraising activity, through to a detailed multi-page document seeking financial support in return for an on-going corporate partnership.

The principles of all proposals, however, are similar.

- Introduce your organisation and state its aims.
- Describe the event or reason you are seeking sponsorship.
- List the benefits and promotional opportunities available to the sponsor.
- Provide details of the level of support being sought from the sponsor, including “package” offers if available.
- Give contact details of the person/people in your organisation who will manage your sponsors.



# ABOUT YOUR ORGANISATION

---

Provide a description of your organisation, including a brief history, its role and standing within the community, ongoing aims and objectives and, if appropriate, how it is funded.

This information will help a potential sponsor to determine if your organisation fits with their corporate image, so it is important to highlight any shared aims or identify synergies with the sponsor if possible. The more you individualise your proposal, the better chance you have of standing out above other organisations seeking sponsorship.

## Research your target sponsors

If possible, find out as much as possible about the potential sponsors you are approaching. Using the internet is the quickest way to get hold of this information. Visit their web site and look up their corporate goals and vision. You may also find information on their existing sponsorship arrangements. An alternative source of information is annual reports or corporate profiles which you may be able to request from the company before you submit your application.

If you can't find contact details of the company's sponsorship manager, phone the company and obtain the name of the person to whom you should address your proposal.



# EVENTS

If you are seeking sponsorship for a particular event, provide details on:

**What** the event is

**When** it is to be held

**Where** it will be staged

**Why** it is being held

**Who** will be attending (i.e. names of civic leaders, local identities, celebrities etc.)

**How many** people are expected to attend

## BENEFITS FOR SPONSORS

### what have you got to offer?

Determine all promotional benefits which a sponsor may receive from being involved with your event or organisation.

**Benefits could include:**

- Use of the sponsors logo in any publication you may produce before the event, for the event or after it.
- Use of the sponsor's logo on advertising materials including promotional posters as well as print ads.
- If your organisation has its own web site, placement of the sponsor's logo on the site could be offered, if possible with a direct link to the sponsor's own web site.
- Mention of the sponsor's name in articles provided to outside media, including media releases promoting the event.
- Give the sponsor the opportunity to place signage or a promotional stall at the event if appropriate (be sure to stipulate that the cost of producing and erecting signage is borne by the sponsor).
- Offer the sponsor a guest speaking spot within your agenda if available.
- Provision of a specified number of entrance / registration / hospitality (ie. meal) tickets to your event.
- Offer of naming rights for the event (if appropriate).



# SPONSORSHIP PACKAGES

## what do you want in return?

Once you have provided details of your organisation and/or event, and outlined potential benefits for sponsors, you will need to provide the details of exactly what you are asking for.

In some cases this may constitute more of an opening for negotiations once you have established interest from a potential sponsor. For example, if you are requesting in kind support, such as food or drink for a community event, you may suggest a certain number of units in your sponsorship proposal letter, but be prepared to accept a lesser amount if other potential sponsors have declined or not responded.

In other circumstances, particularly for a larger event where there are significant promotional opportunities for a sponsor, you may wish to set certain levels of sponsorship at fixed rates, and let the sponsors choose their own level.

### **For example**

Your organisation is planning a major conference. You are expecting several hundred people to attend the conference which includes a range of guest speakers and a conference dinner. You are aiming to raise \$25,000 in sponsorship for the event.

Set up three levels of sponsorship options, each requiring a different level of investment from the sponsor, and returning equivalent benefits as follows.

### **Naming rights sponsor:**

Number: One only

Cost: \$10,000 (+GST)

Benefits: Naming rights for the conference; space for a display in the conference foyer; key note speaking role for a representative of the sponsor during the forum; signage on and behind the speaker's lectern (sponsor to provide signage); use of the sponsor's logo in all promotional and advertising material, web site and media releases; entry to the conference and conference dinner for four delegates from the sponsor's company.



# SPONSORSHIP PACKAGES

## what do you want in return?

### Gold level sponsor:

Number: Three

Cost: \$3,000 (+GST)

Benefits: Space for a display in the conference foyer; signage in the auditorium (production at sponsors expense); use of the sponsors logo in all promotional and advertising material, web site and media releases; entry to the conference and dinner for two delegates from the sponsor's company.

### Silver level sponsor:

Number: six

Cost: \$1,000 (+GST)

Benefits: Space for signage in the conference foyer and auditorium (production of signage at sponsors expense); use of sponsor's logo in all promotional and advertising material, web site and media releases; entry to the conference and dinner for one delegate from the sponsor's company.

Every event will have different promotional opportunities. Discuss possibilities with other members of your organisation, or raise this with the organising committee for your event to get their ideas on how you can maximise the potential for sponsorship benefits – and increase the value of your event.

# SPONSORSHIP AGREEMENTS

In many cases, such as an in-kind deal, the sponsorship agreement may simply consist of a conversation between the parties or a handshake deal, however in the case of more significant sponsorship agreements it may be necessary to draft a formal agreement for both parties to sign.

Such an agreement should detail what services are to be provided to the sponsor and what sponsorship monies the sponsor will provide to your organisation. This document should then be checked by a solicitor to ensure it is legally binding, before signing.



# DELIVERING BENEFITS

Once you have struck an agreement and received goods or payment from your new sponsor it is vital to ensure that all benefits promised to the sponsor are delivered. Make sure that the appropriate members of your organisation are informed of their responsibilities to the sponsors. To ensure that nothing “falls through the cracks” within your organisation, make a simple table such as the one below and distribute copies within your organisation.

## Implementing Sponsorship Benefits

Sponsorship Benefit	Actions	By Whom	Due

# MAINTAINING A SPONSORSHIP RELATIONSHIP

Keep your sponsors informed on progress and send them copies of all relevant materials, such as publications, ads or articles which mention their company’s sponsorship of your organisation or event. In the case of larger sponsorship arrangements it may be worthwhile compiling a final report for the sponsor to show them the value of their sponsorship dollar.

If the sponsorship is for an event, telephone or meet with the sponsor after the event to discuss their involvement. If the sponsorship is ongoing, liaise regularly with your sponsor to ensure that their expectations are being met. If you have kept your sponsors happy you will be well placed to continue your relationship in the future.



# FINAL CHECKLIST

Action	Done (√)
Determine total amount of sponsorship required	
Determine all promotional benefits available	
Compile list of possible sponsors	
Research into potential sponsors business	
Obtain contact name for potential sponsor	
Develop sponsorship packages	
Write and send sponsorship proposals	
Follow up with contact to discuss proposal	
Reach agreement on level of sponsorship and services	
Ensure benefits are available and provided	
Provide report / summary of benefits to sponsor	

## Further information on sponsorship is available through:

The Australian Fundraising Institute

[www.fia.org.au](http://www.fia.org.au)

Ph: (08) 8353 7566

Philanthropy Australia

[www.philanthropy.org.au](http://www.philanthropy.org.au)

Ph: (02) 9981 5599

The Sponsorship Handbook

[www.sponsorshipunit.com.au](http://www.sponsorshipunit.com.au)

Critical Funds - Sponsorship in Australia  
by Mike Turner

Penguin Publishing 2001

