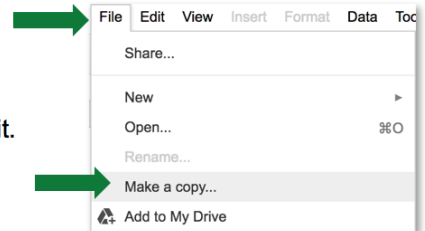


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# Football Sponsorship Proposal Template

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Sponsorship Proposal for  
Football Club or Tournament

Your promotional or club image here

Prepared By

Date

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## Introduction

Convey the value of partnering with the club or tournament, emphasizing its impact and audience engagement.

## Club Or Tournament Overview

Offer sponsors a snapshot of the football property's significance, scale, and relevance to their branding goals.

## Sponsorship Opportunities

Show sponsors how their brand can integrate into various touchpoints, whether club-focused or event-based. List opportunities tailored to clubs and tournaments.

## Benefits Of Sponsoring

Differentiate the benefits of club sponsorships (long-term loyalty) and tournament sponsorships (focused, event-based engagement). Highlight key benefits.

## Audience And Metrics

Use data to reinforce the property's value to potential sponsors for ongoing support (club) or event visibility (tournament).

## Sponsorship Packages

### Platinum Sponsorship Package

### Gold Sponsorship Package

### Silver Sponsorship Package

### Bronze Sponsorship Package

## **Custom Sponsorship Opportunities**

Showcase flexibility, emphasizing how sponsors can align opportunities with their branding goals. Highlight customizable options for sponsors.

## **Marketing And Promotion Plan**

Demonstrate the comprehensive visibility sponsors receive across multiple channels and timelines. Outline the promotional strategy tailored to clubs or tournaments.

## **Previous Success Stories**

Use real or hypothetical examples to establish credibility and showcase the impact of sponsorships.

## **Fan Engagement And Activation Opportunities**

Highlight opportunities for sponsors to create memorable interactions with fans during the season or event. Describe interactive options that foster sponsor-fan connections.

**Contact  
Information**

Document Sign-Off

**Prepared By**

**Reviewed By**

**Approval**

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