

# TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

---

**Business Type:** Event Management

**Business Objective:** Help event planners and organizers create more effective event sponsorship proposals by avoiding common mistakes. The goal is to increase the likelihood of securing sponsorships and establish Unearthed Production as a trusted authority in event planning and sponsorship strategy.

**Funnel:** A blog post on the company website

---

## WINNER'S WRITING PROCESS

### 1. Who am I talking to?

- a. Event planners, organizers, or anyone needing sponsorship for events, ranging from small gatherings to large conferences.

## 2. Where are they now?

- a. *Where are they now:*
  - i. Struggling to create sponsorship proposals that effectively engage potential sponsors. They may not be aware of common pitfalls that reduce their chances of success.
- b. *Market Awareness:*
  - i. Moderately aware of the need for sponsorship but may lack knowledge of how to tailor proposals effectively.
- c. *Sophistication:*
  - i. Beginners to intermediate-level in event planning.
- d. *Desires:*
  - i. To secure sponsorship and improve the quality of their proposal
- e. *Beliefs:*
  - i. They believe they need clear, actionable guidance to avoid common mistakes and create compelling proposals.
- f. *Trust:*
  - i. Looking for a reliable source of advice to help them improve their sponsorship approach.

## 3. What do I want them to do?

- a. Encourage readers to apply the tips and insights from the blog post to improve their event sponsorship proposals. Softly prompt them to contact Unearthed Production for further guidance and support.

## 4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- a. Provide value by highlighting common mistakes and offering practical, actionable advice. Use a friendly, knowledgeable tone to build trust and position Unearthed Production as a helpful resource.

# DRAFT

## 4 Mistakes That Could Mess Up Your Event Sponsorship Proposals

*Avoid These Mistakes to Craft a Proposal That Makes Sponsors Eager To Invest in You*

Imagine finally hitting “send” on your event sponsorship proposals after weeks of dedicated work. You’re confident, but days pass, and all you get are polite rejections or silence. What went wrong with your event sponsorship proposal?

Many event planners unknowingly make mistakes that weaken their event sponsorship proposals. To help you get better results, we’ve outlined 4 common mistakes to avoid and share tips on how to create proposals that truly resonate with potential sponsors.

Let’s break down the most common mistakes and how you can avoid them:

### Mistake 1: Failing to Research Potential Sponsors

Failing to research sponsors is a lost opportunity to connect. When you don’t take the time to understand what sponsors need and value, your proposal will not grab their attention. It’s disappointing when a sponsor dismisses your proposal because it doesn’t speak to their goals, but it’s even worse when you *realize* it could have been avoided.

#### How to Avoid It:

- **Research each sponsor thoroughly:**
  - Visit their website, dig into their social media, and connect on LinkedIn to learn about their mission, values, and the events they’ve backed before.
- **Identify their marketing goals:**
  - Find out what they’re striving for, be it brand recognition, engaging new audiences, or driving sales, and reflect that back in your proposal.
- **Tailor your event sponsorship proposal:**
  - Highlight how your event aligns with their objectives, and show them why this partnership isn’t just another sponsorship but a chance to achieve something great together.

### Mistake 2: Overloading with Unnecessary Information

A proposal with too much detail can overwhelm sponsors and drown your key points. Sponsors don’t have time to go through dozens of pages, and when the key points get buried, they lose interest fast.

#### How to Avoid It:

- **Keep it concise and focused:**

- Sponsors appreciate clarity. Streamline your content to highlight the main benefits, making it easy for sponsors to see the value.
- **Prioritize key points:**
  - Focus on what matters most such as benefits, audience fit, and how your event aligns with the sponsor's goals.
- **Use clear formatting:**
  - A well-organized proposal is easy to read. Use headings, bullet points, and visuals to break up text and guide the sponsor's attention to the most important information.

### **Mistake 3: Not Highlighting the Benefits to Sponsors**

Failing to highlight benefits for the sponsor can make your proposal fall flat. Sponsors want to know how your event will help them achieve their goals. If your proposal focuses too much on your event and not enough on their benefits, sponsors are left questioning, *"What's in it for us?"*

#### **How to Avoid It:**

- Emphasize sponsor benefits:
  - Make it crystal clear what sponsors will gain, like exposure to a target audience, media coverage, or enhanced brand positioning.
- Use relevant metrics:
  - Provide data such as estimated attendee numbers or social media reach, to paint a picture of the potential outcomes.
- Connect benefits to sponsor goals:
  - Don't just list benefits, tie them directly to what the sponsor is looking for. Align your event's strengths with their objectives, making it clear why your event is the perfect match.

### **Mistake 4: Lack of Clear Call to Action (CTA)**

A proposal without a clear CTA leaves sponsors unsure of the next steps. They will be left guessing, or WORSE, losing interest. A weak or missing CTA can make your proposal feel incomplete, causing sponsors to hesitate rather than commit.

#### **How to Avoid It:**

- Include a strong CTA:
  - Clearly state what you want the sponsor to do next, such as scheduling a meeting or confirming interest. Sponsors need to know the exact steps to move forward.
- Be specific and direct:
  - Use action-oriented language like "Contact us to discuss this opportunity" or "Schedule a call to explore sponsorship options."
- Make it easy to respond:

- Provide multiple ways for sponsors to reach you, such as by phone, email, or a link to schedule a call. So they can connect in the way that's most convenient for them.

## **Final Thoughts: Turning Proposals into Partnerships**

Avoiding these 4 common mistakes in your event sponsorship proposals can dramatically improve your chances of securing the right sponsors, you will turn a simple proposal into a compelling partnership offer.

Avoid these mistakes and start your sponsorship journey now!

Check out [\*How to Create an Event Sponsorship Proposal: 5 Key Components\*](#), to refine your approach and start turning sponsors into long-term partners.