THE ULTIMATE GUIDE FOR SPONSORSHIP DECK

How to Create a Successful Sponsorship Proposal?

Prepared by SPONSORSHIP DECK
Why Do We Prepare

To attract sponsors! Not to explain our project.*

* The expression often referred to as "Project" in the guide can be considered "sponsored" event, athlete, club, tournament, activity, etc. We have described it as a "project" to appeal to everyone and every subject.

Our goal should be to make the deck readable.

The less text we have on our deck, the more it will be read.

The more our deck is read, the more likely we will be sponsored.

How can we technically ensure the readability of the deck?
Technical Properties of Sponsor Deck

It should be designed with design tools such as Adobe Illustrator, CorelDRAW, not Word or Powerpoint, to make more flexible designs.

Decks should be saved as PDF, not .pptx or .docx.

It should be worked in 1920x1080px or horizontal A4 format, not vertical or 4:3 ratios.

Legible fonts should be preferred and should not contain any spelling errors.

The text should not contain four lines of text under each other.

It should be decorated with icons, graphics, photographs, and images.

The number of pages should not exceed 20.

The size of the deck should not exceed 5 MB.
Contents of SPONSORSHIP DECK

Five main sections should be in every sponsorship deck. Asterisks indicate the order of importance of the sections.

- Project Information ★★★★☆
- Target Audience ★★★☆☆
- Marketing Activities ★★★★☆
- Sponsorship Categories ★★★★★
- Contact Information ★★★☆☆

Sections should be in the deck in the above order.

The focus should be on sponsorship rights rather than the project.

Sponsorship budgets must be added to the sponsorship deck.
1 - PROJECT INFORMATION

It should be located on the front pages of the deck to explain the project.

In particular, it should answer 5W1H questions.
(what, who, where, when, how and why)

The project information section should be 4-5 pages long.

This is the part that institutions will examine in detail after deciding to become a sponsor. Keeping the information part short and sharing the details on request is efficient.

(As there are different projects from different sectors, generalization cannot be made. You can ask us for help specific to your project.)
2 - TARGET AUDIENCE

It is the most crucial part to compare the potential target audience of the project with the target audience of the sponsor’s product or service.

- Audience **description** (who they are, what they like to do, etc.),
- Expected **demographics**, 
- Expected **male-female ratios**, 
- Expected **age ratios**, 
- **Socio-economic** status of the audience should be presented in graphics.
Another essential content part should be in our deck to indicate how our project's media reflections are planned and show that we can reach wider audiences.

- Social media accounts and *post* examples
- **Website** of the project (if any)
- The plan of content such as *press conferences, press releases* (if any)
- The plan of the studies to be done with the *influencers* (if any)
- **Newspapers, magazines, or TV programs** to be featured (if any)
- *Press reflections* from past years (if any) should be shared in detail.
4 - SPONSORSHIP CATEGORIES

Your offer is the most critical element of the deck.

Get specific on your offer.
A clear explanation of sponsorship benefits
A list of branding elements
Data that will predict the approximate lead value
Offer custom sponsorship packages

Please offer custom sponsorship packages!

Instead of just non-value-added statements like "I'll put your logo in the following areas";
more creative, specific to the product or service of the institution,
following their communication activities,
how they can apply their methods in the project and
what they can gain indirectly should be stated.
5 - CONTACT INFORMATION

It should be located on the last page of the deck.

The name, phone number, e-mail address and title of the authorized person should be included along with the company information to indicate who potential sponsors will contact about your project.

Use a title like “Let's Determine Brand-Specific Sponsorship Content Together”

(Since we realized that this section is not in many sponsorship decks, we felt the need to add it to our guide. Don’t miss it!)
The following contents can be added optionally in your sponsorship deck.

**Data of Previous Years** Insight into your event experience including past analytics, event survey data, and what event goals you have already achieved with photos, images and charts.

**Media Coverage** If you have data about your coverage, you can include it as clearly as possible.

**Testimonials** You can include positive comments from past sponsors or clients. You can position it as a transition page between each section.

**Past Sponsors** Include only the logos of major sponsors in alphabetical order, if possible.

**Sample Activations** By visualizing sponsorship rights or through sample videos, you can make it easier for brand employees to understand.
HOW IS SPONSORSHIP VALUE CALCULATED?

The budget to be requested from the sponsors should be:

- Customized for different brands
- Shaped according to the payment schedule
- Holding a bargaining share
- Customized according to sponsorship categories
- Indexed to the sector and history of the project
- In line with costs, project value in the brand and market conditions.
WHAT SHOULD NOT BE IN THE SPONSORSHIP DECK?

Corporate Logo on the Cover
Executive Summary – Foreword Page – Table of Contents
Keeping the “About” Part Long – Sponsorship Letter
President or Executive Profiles
“Why You Should Be a Sponsor?” Page
Saying “Visibility With Your Logo”
Sponsorship Categories on Separate Pages
No Sponsorship Fee
Saying “There Is A Social Responsibility Side”
Adding Newspaper Clippings

You can visit our blog to view detailed article.
Let our expert team prepare your sponsorship deck!

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