Dear ***BUSINESS OWNER***,

I am contacting you on behalf of *CLUB NAME* as we are seeking new club sponsors for the *NEXT NUMBER OF YEAR(S*) ahead. I am *NAME OF PRESIDNET* of the club and would welcome the opportunity to discuss a sponsorship with your business.

*(Introduce the Club and a brief outline describing how the business will benefit from being involved with the club e.g., club growth rate, inclusive environment, family friendly, values etc).*

I would like you to consider Sponsorship of the *CLUB NAME* for the *LENGTH OF CONTRACT*.

This document will provide you with some more information about the Club and its Sponsorship Packages, as well as the benefits that *BUSINESS NAME* will be privileged to receive as a Sponsor of the Club.

If you require any further information, please do not hesitate to contact myself on the details provided below. We hope to have confirmed all new club sponsors by *INSERT DATE*.

Thank you for your consideration.

With Regards,

*Name*

*Position*

*Club Name*

*Mobile Number*

*Email Address*

**CLUB INFORMATION**

**CLUB HISTOY**

*Include information like:*

* *Club establishment*
* *Success of athletes*
* *Any success of note since establishment*

**CLUB MISSION AND VALUES**

*This information will be found in club strategic plan*

**MEMBER DEMOGRAPHICS**

• There are a total of *XXX* members at the Club.

* + *Senior members: (insert no.)*
  + *Junior members: (insert no.)*
  + *Masters: (insert no.)*
  + *Social Members: (insert no.)*
  + *Other Members: (insert no.)*

*Include information about further demographics e.g. XX% from multicultural background, XX% have a disability, XX%*

**MEMBER ACHEIVEMENTS**

*Include information on athlete performance e.g. athlete attendance JA State or National training camps and competitions, state/national licenses referees, Judo Australia Senior Coach and Advanced accredited Coaches*

**SOCIAL & FUNDRAISING**

*Include any social events ran by the club, community involvement or additional volunteer work done by the club e.g. participation in the local community events and fundraising.*

**FACILITY**

### *Include information about training location and history and if other have access to location.*

**CLUB ASSETS**

**SIGNAGE**

*Include information about where club signage can be found e.g., shop front, banners near local schools etc.*

**CLUB EVENTS**

*Include information about events the club runs, e.g., presentation days, tournaments, social events, networking events etc*

**MERCHANDISE AND APPAREL**

*Include information on available merchandise and apparel at your club.*

**SOCIAL MEDIA**

*Include information about the club social media platforms with audience numbers e.g. As of September, the Club has 847 followers, growing from 500 followers 12months ago.* *Every Sponsor will get an acknowledgement post throughout the Season.*

**WEBSITE**

*Include information about content and analytics e.g., Minimum 10k visitors per month with a max of 150k hits. With a consistent updated site including weekly articles*

**EMAIL NEWSLETTER**

*Include information about frequency of sending, who it is sent to and content in the newsletter.*

**BUSINESS DIRECTORY**

*Include information of directory location and potential for listing sponsors (if relevant)*

**SPONSORSHIP BENEFITS**

The benefits detailed in the section below are in draft and are open for negotiation. Our aim is to tailor the partnership benefits to suit the Sponsor’s needs.

1. **Official Designations**
   1. *(Major/minor) Sponsor of the Club.*
2. **Use of Logos/IP**
3. *The right to use the Club’s logo in connection with this sponsorship.*
4. **Sales lead generation**
5. *Access to the Club’s members, umpires, coaches and supporters via our Club database for the purpose of advertising and communication special offers to Club members in line with privacy laws.*
6. *1 x Club newsletter posts per year of the sponsorship*
7. **Membership**
   1. 1 x Club Membership.
8. **Branding**
9. *Logo on club merchandise.*
10. *Logo on all official publications and invitations produced by the club, including invitations for events, Club brochures and manuals.*
11. **Hospitality & Networking**
    1. *1 x ticket to the Sponsors Day.*
    2. *1 x complimentary ticket to the Presentation Night.*
12. **Signage**
13. *1 x External signage.*
14. *1 x Internal signage.*
15. **On-line**
16. *Logo recognition and link on the Club website*
17. *Website news article and Facebook Page post announcing the sponsorship.*
18. *2 x Facebook/Instagram posts per year of the sponsorship*

**CLUB NAME BENEFITS**

*List the sponsorship benefit/s to the Club here (e.g. $2000 cash sponsorship to fund the team, including jersey design and production).*

**TERM**

*It is proposed that this sponsorship would be for the (insert year, e.g. 2019) and (insert year, e.g. 2021) calendar years.*