

Corporate Sponsorship Proposal Outline

For Product Launches

1. Executive Summary

Brief overview of the company, the new product, and the opportunity for sponsorship.

2. Company Overview

- Company background
- Mission and vision
- Key achievements

3. Product Launch Details

- Product description
- Unique selling points
- Target market
- Launch date and location

4. Sponsorship Opportunity

- Objectives for sponsorship
- Ways sponsors can participate
- Types of sponsorship (e.g., title, gold, silver, supporting)

5. Sponsorship Benefits

- Brand visibility
- Networking opportunities
- On-site promotion
- Media and press coverage

6. Audience & Marketing Reach

- Expected attendance
- Demographics
- Marketing and promotional plans

7. Sponsorship Packages

1. Package name (e.g., Platinum Sponsor)
2. Package name (e.g., Gold Sponsor)
3. Package name (e.g., Silver Sponsor)

Detail the benefits and investment for each package.

8. Next Steps

- Contact information
- Timeline for responses

- Call to action

9. Contact Information

Name

Position

Company Name

Email

Phone