

Sports Team Marketing Partnership Proposal

Prepared For:

Partner Company Name

Attn: [Contact Name]

[Address]

[Email/Phone]

Prepared By:

[Your Sports Team Name]

[Contact Person Name]

[Title]

[Email/Phone]

1. Executive Summary

This proposal presents an exciting partnership opportunity with **[Your Sports Team Name]** for the upcoming season. Through this collaboration, we aim to deliver significant brand exposure, targeted fan engagement, and mutually beneficial growth.

2. About Our Team

[Your Sports Team Name] is a leading team in the [League/Division], with a passionate fanbase and a proud history of achievement. Recent highlights include:

- [Championships Won]
- [Average Season Attendance]
- [Community Involvement Initiatives]

3. Audience & Reach

- **Average Attendance per Game:** [Number]
- **Total Social Media Followers:** [Number]
- **Regional TV audience:** [Number]
- **Fan Demographics:** [Summary]

4. Partnership Opportunities

1. **Brand Placement** (jerseys, arena signage, team website, etc.)
2. **Event Sponsorship** (home games, half-time shows, community events)
3. **Digital Marketing** (branded content, social media collaborations)
4. **Promotional Activations** (giveaways, contests, on-site displays)

Custom opportunities are available based on your marketing goals.

5. Partnership Packages

Package	Benefits	Investment
Gold	<ul style="list-style-type: none">• Main jersey logo• Exclusive event sponsorship• Digital & print presence• VIP hospitality for 10 guests	\$XX,XXX
Silver	<ul style="list-style-type: none">• Prominent arena signage• Co-branded content• Hospitality for 5 guests	\$X,XXX
Bronze	<ul style="list-style-type: none">• Team website logo• In-game mentions	\$X,XXX

6. Next Steps

1. Review the proposal and desired partnership level.
2. Contact us to discuss specific goals and customization.
3. Finalize agreement and launch integrated partnership activities.

7. Contact Information

For questions or to confirm your interest, please reach out to:

[Your Name], [Title]

[Your Email]

[Your Phone]

[Your Name]

[Team Name] Representative

Date: _____

[Partner Name]

[Company Name] Representative

Date: _____