

February 2021

Sponsorship Proposal

Group Name
For discussion

EXAMPLE ONLY



Using this template

A Sponsorship proposal enables your group to present a professional bid for sponsorship dollars from a corporate partner or business. This template is intended to help you develop a more formal and professional approach to seeking sponsorship. You can find the editable, PowerPoint template [here](#).

This sponsorship template contains a number of suggested slides a typical sponsorship deck may have. Please remove or add slides to suit your cause and be sure to personalise the information according to your group and your intended sponsor. This is a guide only and is not expected to be used in the example format.

Please note:

- Explanatory notes are provided throughout the template in red. Remember to delete them!

This sponsorship template is intended as a GUIDE ONLY and DOES NOT constitute business advice.

Tips & tricks for a professional proposal

- Keep it short, sharp and to the point - Sponsors don't have the time to review lengthy documents.
- Consistent formatting - fonts type, font size, font colour
- Use of images to tell a story
- Keep your logo on every page
- Use your logo colours in your presentation
- Be honest - don't fudge numbers to look better.
- Remember that this is a partnership between you and the other person - you both must get something out of that partnership. Try and make it about more than just money!
- Make the length of the document proportional to the value of the sponsorship. Try to keep it under 10 pages.
- PDF the presentation before sending – don't send the deck in PowerPoint format!

This Sponsorship template has been developed by [Farm Table Australia](#) for the Young Farmer Business Program and the NSW Department of Primary Industries.

Copies of the latest version of this spreadsheet can be downloaded from www.youngfarmer.nsw.gov.au.

If you need further information or assistance, please contact the Young Farmer Business Program via their [website](#).

Name of Contact | Role | Organisation

Re. Sponsorship of Young Farmer Group Annual Gala Event

Dear [insert name],

Thank you for the opportunity to present this proposal to you. [What the proposal is about] This proposal outlines sponsorship opportunities for our inaugural young farmer business gala event. The event will attract 250 young producers from across the Central West.

[Quick vision of organisation] Young Farmers West is a passionate group of producers dedicated to bringing together and supporting the future farmers of our area.

[Why it is a good fit] We believe collaboration between the two organisations is a natural fit due to our shared passion for young farmers, financial empowerment and skill development. We look forward to discussing this proposal with you and we would love for you to come on the amazing journey with us.

Kind regards,

EXAMPLE ONLY



Name | Role | Organisation

About Us

The Young Farmers Group was established in 2019 by six founding committee members.

The group was formed to bring together like minded young farmers to share knowledge and provide support and collaboration opportunities. We have now grown to over 100 highly engaged members from across the Central West and representing a range of commodity groups.

Our Mission

We are a local non-for-profit organisation committed to cultivating community, resources, training and connections for young farmers across the Central West of NSW.

Why we exist

We were founded to alleviate the following issues felt by our members:

1

Young producers in the area were finding themselves isolated from peers their own age and were looking for support from others 'in a similar boat'.

2

Young producers were seeking financial and business training in order to feel more confident stepping up to manage the farm business.

3

Young producers wanted on-site, specialised technical and production training relevant to their local conditions.

4

Young producers wanted to give back to their community and ensure it is a vibrant, supportive and positive place to live.

“

After coming back to our family farm, I was overwhelmed with the sense of responsibility and stepping up to run the business.

The Young Farmers Group has given me a network of peers to connect with, as well as wonderful learning opportunities to fill my knowledge gaps.

- Tim (Member)

”



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Our amazing achievements!

Our group runs a range of production, technical and development training programs for our members and community.

We have recently hosted cotton production field days with expert speakers and a paddock walk, and a three-day intensive personal and professional development course.

We have a growing community and email database due to our positive affect on learning, connection and confidence.


formed
2019


100
members


14
events hosted

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highly
engaged 


database
1,500

Facebook followers
 **2k**

Av. member age
26


average event attendees
225



Our committee



GEORGIA ESTEN CHAIR

Georgia is xyz. She has deep experience in the livestock and banking sectors and is passionate about xyz.



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Georgia is xyz. She has deep experience in the livestock and banking sectors and is passionate about xyz.



GEORGIA ESTEN VICE-PRESIDENT

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GEORGIA ESTEN SECRETARY

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Where are we going?

This year we are focused on expanding our range of short courses for our members and holding our inaugural ball.

We are also focused on working with other community groups on a whole-of-town festival event in 2022.

In 3 years, we aim to have 250 members and a community of over 5,000.



2021

- 4 production focused training/field days
- 2 soft skills workshops
- Inaugural Ball
- 150 members

2022

- 8 production focused training/field days
- 4 soft skills workshops
- Ball
- Whole of community festival
- 200 members

3 years

- Self-funded
- 8 production focused training/field days
- 4 soft skills workshops
- Ball
- Whole of community festival
- 250 members



Sponsorship opportunities

We are currently seeking 2 foundational partners to help us reach the next stage of our growth and help us reach our mission.

Specifically, we are seeking support to bring our Inaugural Ball to life.



We believe the sponsorship packages outlined on the following page represent a valuable proposition for the following reasons:

BRAND ALIGNMENT

- Association with a local, growing, community farming group
- Access to young farmers and a new audience

EXPOSURE

- Advertising on website and Facebook page 1 x ad per month in newsletter to a distribution list of 5,000 people
- Advertising in printed collateral and signage at events.

BUSINESS GENERATION

- B2B networking opportunities
- B2C engagement
- Lead generation

ACTIVATION & EVENTS

- Speaking opportunity at appropriate events
- Targeted audience promotion and engagement
- Branding and activation opportunities at event

BENEFIT

- B2B networking opportunities
- B2C engagement
- Lead generation

BENEFIT

- Get in front of future farm decision makers
- Targeted audience promotion and engagement

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Sponsorship tiers

The Sponsorship package has three levels that have been designed based on our initial conversations with you.

We look forward to discussing the opportunities and benefits with you and tailoring them to your needs.



Sponsorship Benefits	GOLD \$2,000	SILVER \$1,000	BRONZE \$500
# of free event tickets	10	5	2
Pre-event recognition			
Logo, link and blurb on gala website	•	•	•
Social media promotion	•	•	•
Email blasts	•	•	•
Event invitation & flyer	•	•	
Press release	•		
Onsite recognition			
Program inclusion	•		
Speaking slot	•		
Logo on printed material	•	•	•
Logo on event banners	•		
Corporate item in goody bags	•	•	
Exhibition space	•		
Networking opportunity with other sponsors	•	•	•
Post-event recognition			
Outgoing press release	•		
Thank you social and email	•	•	•

EXAMPLE ONLY



What our speakers say

"I thoroughly enjoyed presenting at the Young Farmers feedlot day. They were extremely well organised and the audience was engaged and receptive. We have formed some great relationship and the event led to 5 new business leads."

- Gaston, Agribusiness 1



"Our business is proud to support the Young Farmers Group and look forward to working with them in the future. Their events are world class and they make a positive impact on young farmers and the entire community. Keep up the great work!"

- Dave, Agribusiness 2



What our attendees say

"Since joining Young Farmers I have attended a number of workshops. The recent Cotton day was a fantastic insight into growing and marketing the crop. It provided great information and contacts for me in my diversification journey."

- Sally, Dryland Cropping



"I love both the social and educational elements of Young Farmers. I have grown my peer group as well as my financial and business acumen and confidence."

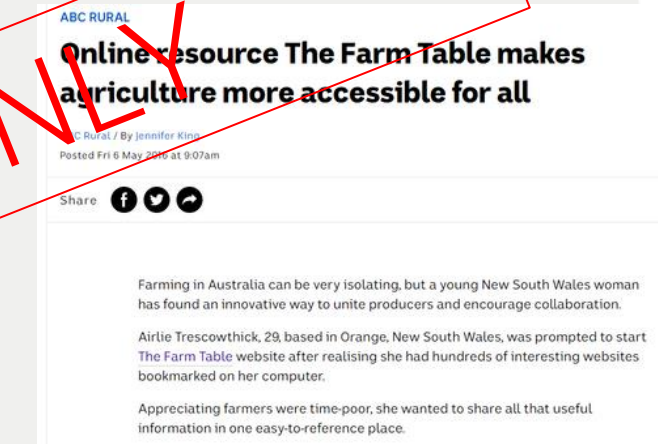
- Megan, Sheep and Irrigated Cropping

In the media



"Quote from article."

- The Land, Feb 2020



"Quote from article."

- The Land, Feb 2020

Young farmers urged to save business conference date in May



"Quote from article."

- The Land, Feb 2020

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Contact



Name
Title
Email:
Mobile:

www.youngfarmersriv.com.au

Appendix

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