Sponsorship proposal outline

Use this structure for a proposal. The sampling example is fictional; this outline is not an agreement.

01 / Commercial opportunity

Audience / occasion / dates / business reason to participate

Example: a four-hour sampling experience for eligible adult attendees. Confirm the actual property and format before presenting it as available.

02 / Audience evidence and objective

Metric / period / source / counting method / limitations

Separate unique people, repeat visits, impressions and creator followers. Attach reports and label projections separately from past results.

Desired action / baseline / target / measurement window

Example: permissioned, qualified product-trial responses. Set targets only when supported by capacity and evidence.

03 / Deliverable schedule

Right / quantity / footprint / location / operating hours

Organizer owner / sponsor owner / approvals / deadline / evidence

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04 / Delivery example

Right: one staffed sampling station for four hours in an agreed footprint. Organizer: space, power and venue coordination. Sponsor: staff, product and approved artwork. Confirm eligibility, approvals and the production deadline. Evidence: dated photos, operating log and samples counted by an agreed method.

Non-delivery remedy / decision owner

05 / Investment and rights

Rights / production / staffing / product / travel / measurement / total

Taxes / payment milestones / exclusions / additional costs

Exclusivity category and duration / content use / channels / territory / term

Cancellation / postponement / non-delivery process / approvals

06 / Reporting and decisions

Delivery and response data owners / due dates / attribution limitations

Commercial review date / decision owner / deadline / next action