

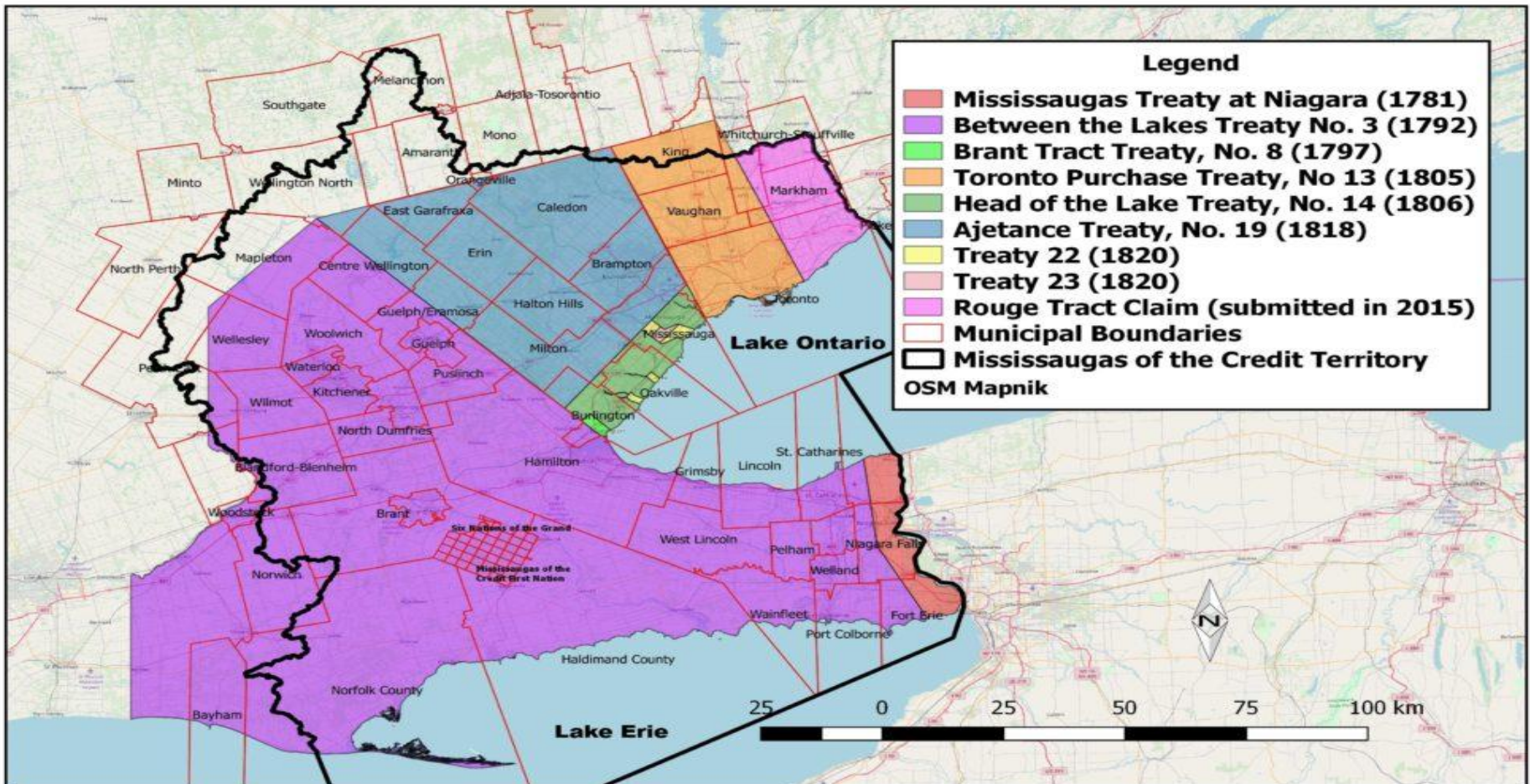
# BUILDING A WINNING SPONSORSHIP PROPOSAL



CANADA'S  
FUNDRAISING  
CONFERENCE



Thursday May 28, 2026



# MCFN Treaty Lands and Territory

PRESENTER

# BRENT BAROOTES

President and CEO



[brent@partnershipgroup.ca](mailto:brent@partnershipgroup.ca)



[www.linkedin.com/in/brentbarootes](http://www.linkedin.com/in/brentbarootes)

<http://hilborn-civilsectorpress.com/products/reality-check>

**CODE: CFC15 for  
15% off**

**Brent Barootes**  
WITH JANET GADESKI

# **REALITY CHECK**

*Straight Talk about  
Sponsorship  
Marketing*



# TMC

Tuesday Morning  
Commentary

[www.partnershipgroup.ca](http://www.partnershipgroup.ca)

[brent@partnershipgroup.ca](mailto:brent@partnershipgroup.ca)



WESTERN  
SPONSORSHIP CONGRESS®

ALBERTA FORUM

NOVEMBER 24-25, 2026  
EDMONTON, ALBERTA

**40% OFF!**

USE CODE: **TMC2026**

# What will I learn this afternoon?

- Defining sponsorship
- 3 Steps to proposal success
- Custom proposal development
- 



# Defining Philanthropy

- ✓ **A gift with nothing in return**
- ✓ **Based on the cause, the linkage, wanting to help,**
- ✓ **Delivers a feeling of doing good**
- ✓ **Individuals**
- ✓ **CRA compliance**

# Defining Philanthropy

- ✓ Asking for money to support your mission
- ✓ Money comes because people care and want to support
- ✓ Need a case for support... why should they help you



# Sponsorship Versus Philanthropy

A cash and/or in-kind fee paid to a property in return for or the right to exploit the commercial potential associated with that property (you).





“Sponsorship reaches people in an environment that matches their lifestyle rather than intrudes upon it. Sponsorships speaks to the public, not at them.”

# QUESTIONS?



 **PARTNERSHIPGROUP**  
Sponsorship Specialists

# 3 STEPS TO BETTER SPONSORSHIP PROPOSALS

---

1. Shift your way of thinking
2. Know what you have to Sell and Do in depth Discovery Sessions
3. Custom design the proposal for each prospect and differentiate yourself





# 1) SHIFT YOUR WAY OF THINKING

---

THE WORLD HAS CHANGED AND SO  
HAS SPONSORSHIP

- World's largest taxi company owns no taxis (Uber)
- Largest accommodation provider owns no real estate (Airbnb)
- Largest phone companies own no telco infra (Skype, WeChat)
- World's most valuable retailer has no inventory (Alibaba)
- Most popular media owner creates no content (Facebook)
- Fastest growing banks have no actual money (SocietyOne)
- World's largest movie house owns no cinemas (Netflix)
- Largest software vendors don't write the apps (Apple & Google)



# 1) SHIFT YOUR WAY OF THINKING



- Stop your constant belief that sponsorship needs to have banners and logos –

# 1) SHIFT YOUR WAY OF THINKING



- Shift from the donation perspective to a B2B sponsorship marketing perspective

2) Know  
what you  
have to sell



# What are the steps to getting to a perfect proposal?

- ✓ Critical to know what you have to sell
  - ✓ Can't retail product unless you know what you have to sell and what is on your store shelves
  - ✓ Some is tangible - Some is intangible
  - ✓ This allows you to custom build to needs

## 2) Do in- depth discovery sessions





3) Custom design  
the proposal for  
each prospect /  
sponsorship and  
differentiate  
yourself from the  
other  
organizations  
“pitching product”

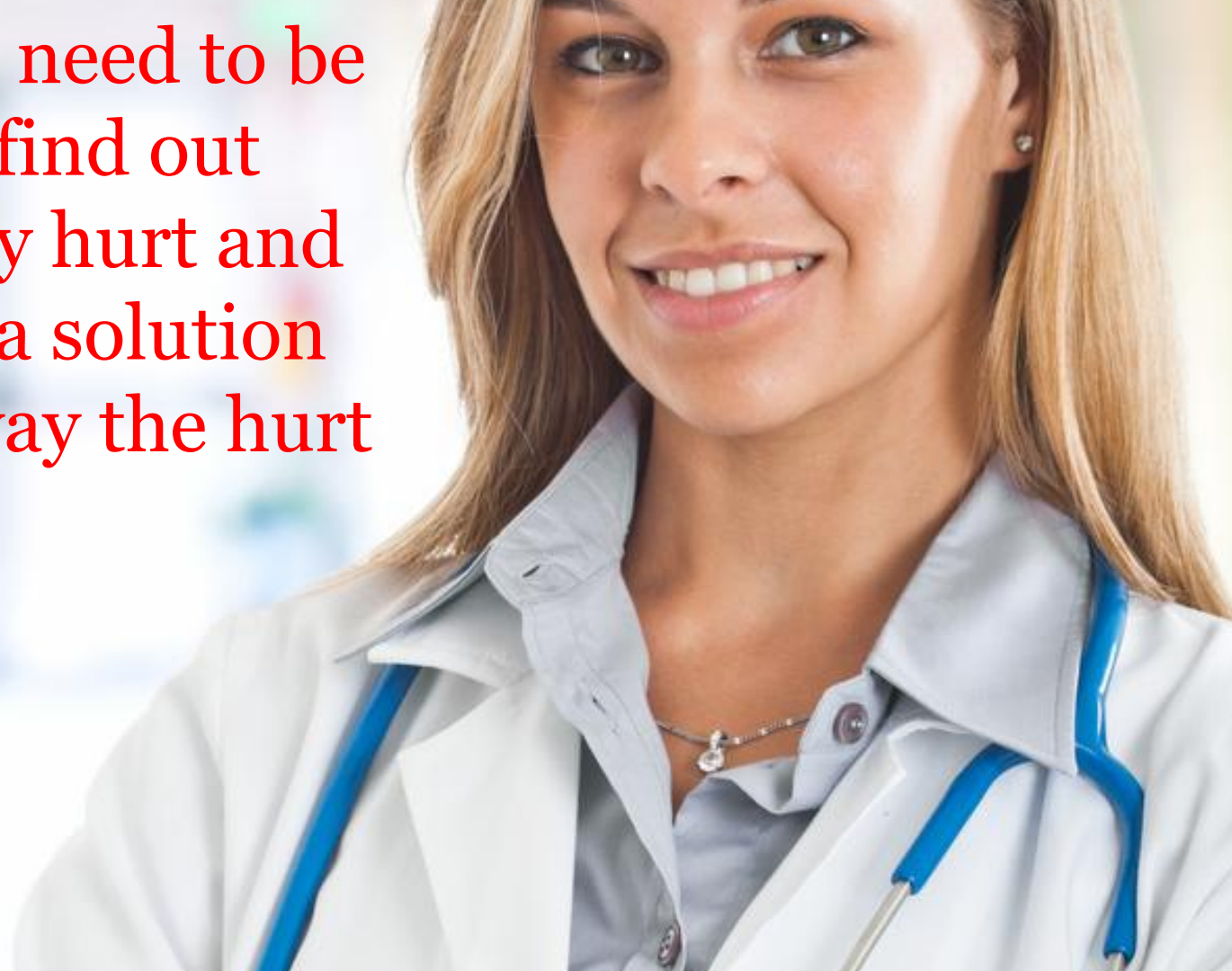
**DO YOU  
STAND OUT  
FROM THE  
CROWD**



# What are the steps to getting to a perfect proposal?

- ✓ Proposal customization
  - ✓ Takes longer but delivers better results
  - ✓ Only build proposal when you have a yes... not a discussion paper or “door opener”
  - ✓ Need to do discovery sessions

Means we need to be  
open and find out  
where they hurt and  
prescribe a solution  
to take away the hurt



This means stop selling  
and start providing  
solutions



# QUESTIONS?



CANADA'S  
FUNDRAISING  
CONFERENCE

A pair of dark-rimmed glasses with clear lenses is positioned over a document. The document has a blue header and contains text in blue and black. The background is white with blue and green geometric shapes at the top.

# BUILDING PROPOSALS THAT SELL

## **Proposal and Contract**

**SECTION:** The work to be performed by Contractor shall be completed within ( ) days from this date. Payment shall be substantial.

# Traditional Proposals

- ✓ Handshake and try to recall
- ✓ Document about you and why you need money and an ask “the warm and fuzzy appeal document”
- ✓ Letter of agreement / donation letter



# Traditional Proposals

- ✓ **Stock produced glossy package with folder**
- ✓ **Gold – Silver – Bronze “packages”**
- ✓ **Direct Mail / Email blitz version**



# TITLE SPONSORSHIP OPPORTUNITIES

*For the company looking for visibility all season long*

## PREMIERE: \$40,000 (7 WALKS)

- Recognition in marketing materials, print and digital
- Top logo placement on websites, brochures, t-shirts, signage
- 2 email blasts with prime recognition to 2017-2019 walkers (approx. 30,000 impressions)
- Sponsor Spotlight on Walk websites
- Ability to activate as Official Premier Sponsor
- Exhibit table
- Company Walk Kick Off
- Feature in digital Walk Day Guide
- On-stage mention
- CEO participation in ceremony
- 5 social media mentions
- Promo item in Team Captain Packets (1,200)\*
- Walk Day video message at Washington, DC Walk\*
- 20 t-shirts
- Invitation to Wall of Hope Reception with recognition and commemorative plaque
- Dedicated staff relationship manager
- Categorical exclusivity

## VISIONARY: \$30,000 (5 WALKS)

- Top logo placement on websites, brochures, t-shirts, signage
- Inclusion in 2 email blasts to 2018-2019 walkers including featured feature
- Ability to activate as Official Visionary Sponsor
- Exhibit table
- Company Walk Kick Off
- Feature in digital Walk Day Guide
- On-stage mention
- CEO participation in ceremony
- 4 social media mentions
- 10 t-shirts
- Invitation to Wall of Hope Reception with recognition and commemorative plaque
- Dedicated staff relationship manager
- Categorical exclusivity

## CATALYST: \$25,000 (2 WALKS)

- Logo on websites, brochures, t-shirts, signage
- Inclusion in email blast to 2018-2019 walkers
- Exhibit table
- Company Walk Kick Off
- Recognition in digital Walk Day Guide
- On-stage mention
- 3 social media mentions
- 10 t-shirts
- Invitation to Wall of Hope Reception with recognition and commemorative plaque
- Staff relationship manager

DO NOT  
DO THIS



Can you build a proposal for \$20,000 or \$2,000 of real value and show them how this will deliver better results for the \$20,000 or \$2,000 than what they are spending on TV, radio, out of home, newspaper?

Price

Value



**You cannot customize without a discovery**



# QUESTIONS?



CANADA'S  
FUNDRAISING  
CONFERENCE

# Building the Proposal

## Cover Page – What goes here?

- ✓ Your logo
- ✓ Their logo
- ✓ Title of proposal
- ✓ Date presented
- ✓ Presented to
- ✓ Presented by



# Table of Contents

- ✓ Pretty basic
- ✓ Outline what is included in the document by page number
- ✓ Make it neat and clean
- ✓ Not essential but suggested



# Proposal Contents About You... the Sponsor

- ▶ This is the first page of your proposal (after cover/table of contents)
- ▶ It is all about them
- ▶ Everything you learned about them in the discovery
- ▶ Essential section, **focus on them**
- ▶ May be several pages long

# Proposal Contents About You... the Sponsor

- ▶ Talk about their objectives, their interest
- ▶ Discuss how you propose in general terms how to achieve these goals
- ▶ Outline budgets figures
- ▶ They are the focus!



# About You... The Property - Seller

- ✓ This is **one page** about you
- ✓ This is **one page** about you
- ✓ This is **one page** about you
- ✓ Understand, overall it is NOT about you  
...it is about the sponsor



*“We have always done it that way”*

The 7 most expensive words in business

# The Offer of Benefits

- ✓ Must be customized to outline what they receive
- ✓ Each benefit should be extrapolated upon as to why it will benefit them...why do they want this benefit... coach them

# The Offer of Benefits

Should be grouped if possible, into benefit groups such as:

- ✓ Hospitality
- ✓ At event
- ✓ Outside of event
- ✓ Employee engagement
- ✓ Media exposure
- ✓ Unique benefits
- ✓ Signage
- ✓ Tickets

# The Offer of Benefits

- ✓ Should be numbered for ease of reference
- ✓ Start and end with hot button benefits
- ✓ Be explicit about what they get with the benefit and what they don't (activation costs such as they must produce the banners to your specs, food and beverage is above and beyond etc.)

- ✓ The total value of the bundled list of benefits should be shown...this package is worth \$27,256.97
- ✓ The investment should be 85% (rounded) of the value... your investment is \$23,200.00 + GST
- ✓ Note the GST element
- ✓ Why 85% of value?



# The Investment

- ✓ Why discount at all?
- ✓ Multi year agreement discounts
- ✓ What about multiple offers in one package such as Option 1, Option 2 and Option 3 (BMW, Chevy and Smart Car options)?
- ✓ What is the discount rate now? (15%, 20% and 25%)

# The Investment

- ✓ What offer goes first (the BMW level or Smart Car version)?
- ✓ Proposal versus contract
- ✓ Should there be a signing page? – YES!



# The Closing

Include terms of payment such as:

- ✓ Total amount paid annually on March 1
- ✓ Equal monthly payments
- ✓ Staggered payment schedule



**QUESTIONS?**





**Go get the  
money!!**



# QUESTIONS?



<http://hilborn-civilsectorpress.com/products/reality-check>

**CODE: CFC15 for  
15% off**

**Brent Barootes**  
WITH JANET GADESKI

# **REALITY CHECK**

*Straight Talk about  
Sponsorship  
Marketing*



# TMC

Tuesday Morning  
Commentary

[www.partnershipgroup.ca](http://www.partnershipgroup.ca)

[brent@partnershipgroup.ca](mailto:brent@partnershipgroup.ca)



WESTERN  
SPONSORSHIP CONGRESS®

ALBERTA FORUM

NOVEMBER 24-25, 2026  
EDMONTON, ALBERTA

**40% OFF!**

USE CODE: **TMC2026**