

# Sample Sponsorship Package

## Your Event Name

### A Unique Sponsorship Opportunity

#### Our Story

Why are you putting on this event? What is unique about your event?

#### The need for your support

What specifically are you supporting at SickKids? Hint: speak with your SickKids representative about getting some facts on the fund you are supporting to make a strong case for support for your sponsorship proposal. Also, why are corporate sponsors important to the success of your event?

#### Event Profile

What are the “need to know” facts about your event? Time/Date? Location? Venue? Food/drinks? Entertainment?

#### Marketing + Promotions

How are you going to promote your event? Will you use a website? Social media? Print materials? If so, where will they be displayed? Are you reaching out to any media?

#### How can you become a Corporate Sponsor?

This is where you will list your different sponsorship opportunities. Make sure there is value in your package that align appropriately with the dollar amount you are asking for.

##### **GOLD SPONSOR: \$10,000**

- Website link to corporate site
- P.A. acknowledgement as a Gold Sponsor during speeches throughout event
- Gold sponsor status recognition on all paid advertisement initiatives
- Onsite and printed material recognition including logo recognition

##### **SILVER SPONSOR: \$5,000**

- Silver sponsor status recognition on all paid advertisement initiatives
- Onsite and printed material recognition including logo recognition

##### **BRONZE SPONSOR: \$2,500**

- Onsite and printed material recognition including logo recognition