

Sponsor packet template

Outline sponsor packages, benefits, visibility, pricing, and follow-up proof.

Field note: Sponsors buy confidence that the event is real, organized, and worth associating with. A good packet makes that confidence easy.

Packet basics

- | | | |
|---|--------------|------|
| <input type="checkbox"/> Event date and venue | Owner: _____ | Done |
| <input type="checkbox"/> Cause or beneficiary story | Owner: _____ | Done |
| <input type="checkbox"/> Expected player and audience profile | Owner: _____ | Done |
| <input type="checkbox"/> Primary contact details | Owner: _____ | Done |

Package design

- | | | |
|---|--------------|------|
| <input type="checkbox"/> Presenting sponsor | Owner: _____ | Done |
| <input type="checkbox"/> Hole sponsor | Owner: _____ | Done |
| <input type="checkbox"/> Prize or contest sponsor | Owner: _____ | Done |
| <input type="checkbox"/> In-kind sponsor | Owner: _____ | Done |

Visibility inventory

- | | | |
|---|--------------|------|
| <input type="checkbox"/> Event page logo | Owner: _____ | Done |
| <input type="checkbox"/> Leaderboard or QR material placement | Owner: _____ | Done |
| <input type="checkbox"/> On-site signage | Owner: _____ | Done |
| <input type="checkbox"/> Social or email mentions | Owner: _____ | Done |

Proof to capture

<input type="checkbox"/> Screenshots of digital placement	Owner: _____	Done
<input type="checkbox"/> Photos of signs or prizes	Owner: _____	Done
<input type="checkbox"/> Attendance or fundraising result	Owner: _____	Done
<input type="checkbox"/> Thank-you message sent	Owner: _____	Done

What repeat organizers remember

- Keep packages simple enough to compare in one minute.
- Only promise visibility you can prove afterward.
- Ask for logo files and links as soon as a sponsor says yes.

Tip: add owner names and dates before sending this to your committee. A checklist becomes useful when someone is responsible for each line.