

Sponsorship

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Introduction

The sponsorship application form is used to formally propose sponsorship for a project, initiative, or campaign. This application is submitted to potential sponsors or companies, inviting them to support your project or initiative.

The form includes comprehensive details about the company and essential project information. This ensures that it is completely clear to potential supporters or sponsors, elucidating the project objectives to enhance the form's acceptability and the sponsorship request or proposal.

Importance of the Sponsorship Application Form

The significance of sponsorship, in general, stems from several fundamental benefits for every sponsorship request:

The most crucial benefit is the ability to stimulate the financial progress of projects, enabling them to achieve their actual goals by acquiring grants and tenders. This is achieved by strengthening and diversifying relationships within various types of support requests.

For example, here is the rating of some sponsors for Riyadh Season

- Premium Sponsor: Aramco
- Strategic Sponsor: Saudia Airlines
- Main Sponsor: Mayyar United.
- Exclusive Business Partner: Sela

Difference between Advertising and Sponsorship Request

Advertising

Advertising is a marketing tool used by companies to communicate their products and services to the public and customers, persuading them to make a purchase. The advertising process is a crucial element of a company's promotional strategy. Its primary goal is to promote the brand, increase its reach, and introduce new products featured to the specific needs of a target audience.

Sponsorship Request

It is a marketing tool, but not in the same way as advertising. Sponsorship requests are made for various activities, extending beyond the company's production. They serve to enhance public relations through media initiatives that display these efforts at ceremonies, events, or significant occasions.

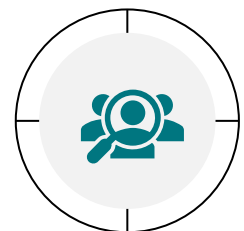
Steps to Request Sponsorship

Here are five tips to consider before submitting a sponsorship request form:

1

Define the purpose of the request

In other words, you should identify the goal that motivates you to make the sponsorship request and clarify why you want to sponsor this event. Ensure you provide a detailed explanation of your reasons to persuade the recipient when writing the application.



Steps to Request Sponsorship

2

2- Integrate a list of entities

- Specify the entities you are targeting in your application.
- Focus on relevant authorities to ensure alignment and a shared goal.
- Include all works presented at the event, regardless of their complexity.
- List the names of the entire work team in the application to help them identify the team members.



3

3- Determine the type of support required

Keep in mind that the most important thing in a sponsorship request letter is what do you want from the supporting entity? What support is needed? The support may be only logistical, financial, or both.

You can also include additional features such as allowing them to volunteer or alternative options to consider, such as providing you with some products that can be used.



4

4- Determine the level of sponsorship

During this step, you should outline the sponsorship method specifying when it should be initiated. This includes detailing the support letter, the required level of support, and the anticipated benefits.



5

5- Stakeholder designation

The form includes comprehensive details about the company and essential project information. This ensures that it is completely clear to potential supporters or sponsors, elucidating the project's objectives to enhance the form's acceptability and the sponsorship request or proposal.



Types of Sponsors

The significance of sponsorship, in general, stems from several fundamental benefits for every sponsorship request:

One Platinum Sponsor

Platinum Sponsor

It has several advantages, including:

- 1- Obtaining a distinctive discretionary shield for the sponsors category.
- 2- Platinum Sponsor name and logo on all advertising publications.

Second The Golden Sponsor

It has several advantages, including:

- 1-Allocating several front seats to attend the official opening ceremony of the company and its activity.
- 2-Obtaining advantages such as booking a residence in case of residence in another place or in the same city.

Third Official Sponsor Official

Sponsorship offers several advantages, which include:

Displaying a marketing page dedicated to the official sponsor on the official website.

Receiving an exclusive emblem or shield representing the sponsor's category."

Advantages of sponsorship request:

1

Developing business relations between entrepreneurs

2

Improving the overall image of the company by increasing confidence in it

3

Enhancing its presence among customers through media appearances.

4

Promoting some new products through events with media momentum

5

Seeking sponsorship for a specific event is a more cost-effective option compared to frequent and direct advertising.

Sponsorship application form

The sponsorship application form varies depending on the type of sponsorship and is tailored to the sponsor's classification and specific requirements based on their industry or activity. The following section outlines the fundamental components of this form:

النموذج مثال يمكن الاستعانة به ولا يغني عن استشارة مختص قانوني، للتحميل



نموذج تقديم طلب رعاية

تاريخ البدء:

التاريخ انتهاء:

سلمهم الله

شعار المنشأة

السادة/ ("اسم الجهة")

نشكر لكم ما تقومون به من جهود في ...

نحن شركة ("اسم الشركة") والتي تعمل في مجال ("مجال الشركة") نفيديكم بأننا في صد إقامة حدث ("انكر تفاصيل المشروع الذي تود بالحصول على رعاية من أجله") وذلك بهدف ("الهدف من إقامة المشروع"), تجدون في التالي تفاصيل الرعاية.

مبلغ الرعاية:

- مبلغ الرعاية ("تحديد المبلغ")
- طريقة الدفع ("تحديد طريقة دفع المبلغ")

نبذة عن الشركة:

("ذكر معلومات وتفاصيل الشركة")

بناءً عليه، نرجو منكم إرسال بريد إلكتروني في حال رغبتكم في قبول طلب الرعاية إلى البريد الخاص بالشركة ("البريد الإلكتروني الخاص بالشركة") حتى تتمكن من البدء في مناقشة وتخطيط الخطوات التالية.

الاسم:

التوقيع:

التاريخ:

Sponsorship application form

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A Sponsorship form that can be used and does not replace the need of professional & legal consultation

Sponsorship Form Request

logo

Start Date:

End Date:

Gentlemen/ ("company name")

We thank you for your efforts to follow up on our application for Sponsorship form request.

We are a ("company name") operating in a field ("company domain") informing you that we are currently in the process of holding an event ("insert details of the project for which you would like to sponsor") with the aim of ("the purpose of the project")

sponsorship amount:

Sponsorship Amount ("Specify Amount")

Payment method ("Specify how to pay the amount")

Company profile:

("mention company information and details")

Based on the foregoing, we kindly ask you to send an email if you wish to accept our sponsorship request to our corporate mail ("Company Email") so that we can begin to discuss and plan the next steps.

Name:

Signature:

Date:

