## Sponsorship Packages Letter & Flyer template

This Sponsorship Packages Letter & Flyer template is suitable for use by non-council Crown land managers (CLMs) and has been created to assist CLMs manage and plan for events held on a Crown reserve. The template is recommended to be used to plan one-off events and can be edited and adapted to suit a range of events held on Crown reserves.

Events and other activities on reserves managed by other parties (e.g user groups or individuals hiring a site at a reserve) require a separate lease or license agreement. Refer to the Leases and licenses section for more information <https://reservemanager.crownland.nsw.gov.au/using-crown-reserves/leases-and-licences2>.

If you noted any risks during your event that are ongoing please record the risks using the Risk Register accessible via the [Reserve Portal](https://portal.crownland.nsw.gov.au/login.aspx?ReturnUrl=%2f).

Further information is available on the Crownland Reserve Manager website <https://reservemanager.crownland.nsw.gov.au/>

# Sponsorship Packages Letter & Flyer template

**NAME OF RESERVE CLM CONTACT**

**NAME OF EVENT EVENT CONTACT**

**DATE EMERGENCY CONTACT**

[Organisation letterhead, date]

Dear \_\_\_\_\_,

I’m writing to invite you to sponsor \_\_\_\_\_, to be held on \_\_\_\_\_. This event is one of our major fundraisers for the year.

We are very excited about this event, which promises to be an evening of wonderful entertainment featuring [list major event features] and food stalls.

Sponsorship is a terrific way for you to gain visibility and generate goodwill and customers for your business.

We appreciate that every dollar you spend in promoting your business is valuable. This is why we have developed a range of sponsorship packages to ensure your sponsorship dollars will be well spent, delivering fantastic value in exposing your business to our community and beyond.

Not only can you feel satisfied that your marketing budget is helping your local community, but you will receive tangible benefits that provide real value for your business. These benefits are outlined in our sponsorship proposal (enclosed).

We thank you for taking the time to consider sponsorship of \_\_\_\_\_ and we hope to have the opportunity to promote your business to our community.

Should you have any queries, please contact me on \_\_\_\_\_. In any case, I’ll call on you soon to follow up this letter.

Yours sincerely,

[Fundraising coordinator’s signature]

[Fundraising coordinator’s name],   
Fundraising Coordinator, [Organisation]

[Organisation letterhead]

[Name, date and location of event]

***Gold Sponsorship Package***

Cash or in-kind sponsorship to the value of \_\_\_\_\_. Sponsorship benefits include:

* Logo and web link to be placed on [insert web address] in the month leading up to the event (estimated \_\_\_\_\_ page views)
* Logo to be included in the list of Gold Sponsors in our monthly newsletter, distributed to \_\_\_\_\_ households
* Logo to be included in the flyer to be delivered to \_\_\_\_\_ homes in the local community
* Logo and advertisement included in our ‘Sponsors’ presentation screened before, during and after the movie (\_\_\_\_\_ visitors expected)
* Positioning of signage on the inflatable screen throughout the whole event – signage to be provided by sponsor (visible to all event attendees)
* Promotional stall available on the day of the event – trestle to be provided by us
* Repeated announcements (at least three) of your sponsorship during the event
* Framed certificate of appreciation provided to you after the event.

***Silver Sponsorship Package***

Cash or in-kind sponsorship to the value of \_\_\_\_\_. Sponsorship benefits include:

* Logo and web link to be placed on [insert web address] in the month leading up to the event (estimated ­­­­\_\_\_\_\_ page views)
* Logo to be included in the list of Silver Sponsors in our monthly newsletter, distributed to \_\_\_\_\_ households
* Logo and advertisement included in our ‘Sponsors’ presentation screened before, during and after the movie (\_\_\_\_\_visitors expected)
* Framed certificate of appreciation provided to you after the event.

***Bronze Sponsorship Package***

Cash or in-kind sponsorship to the value of \_\_\_\_\_. Sponsorship benefits:

* Logo to be included in the list of Bronze Sponsors in our monthly newsletter, distributed to \_\_\_\_\_ households
* Logo and advertisement included in our ‘Sponsors’ presentation screened before, during and after the movie (\_\_\_\_\_visitors expected).