SPORT CLUB SPONSORSHIP PLAN OUTLINE

I. Title Page
   a. Have a registered UNI logo
   b. State Sport Club Name
   c. A Sport Club logo
   d. State that the Sport Club is a UNI-Wellness & Rec. Services Program

II. Letter to the Reader
   a. A letter from the current Sport Club officers
      i. Have contact information (emails, website, etc.)
   b. Summarize the Sport Club (be friendly)
      i. Demographic of the Sport Club
   c. “Thank you for reading” Statement

III. Body of Sponsorship Plan
   a. Introduction Paragraph
      i. Summary of Club’s Sponsorship Plan
      ii. State that the Sport Club is a UNI-Wellness & Rec. Services Program
      iii. Who Participates?
   b. Competitive Element of the Sport Club
      i. Governing body/conference/region
      ii. Affiliations and Associations
      iii. Last season Schedule and Results
      iv. Competitive Accomplishments
         1. Team and Individuals
   c. Volunteer and Community Service
      i. Describe the Sport Club’s interactions with the local community
      ii. List Community Service Projects
   d. Contribution Usage
      i. Show what their funds would be used for
      ii. Show how their in-kind service will help the Sport Club
   e. Facts & stats of the sport/activity of the Sport Club
      i. how the sponsor can benefit from these stats with the Sport Club
   f. The Benefits of Sponsoring the Sport Club
      i. Describe the advertising advantages and marketability of the Sport Club
         ii. Uniform (jersey) logo layout
         iii. Posters/Signs/Banners/Fliers logo layout
         iv. T-shirt logo layout
         v. Website value
   g. Sponsorship Levels
      i. Describe levels and corresponding benefits
      ii. Sponsorship Form

IV. Conclusion
   a. Overview of the Sport Club’s Sponsorship Plan
   b. “Thank you for time” Statement

(A footnote on the last page must state the contact info. for the UNI-WRS Sport Club Coordinator)

V. Appendixes
   a. Newspaper articles, event fliers, sponsorship documents, etc.

Written 3/1/11; Noah Kramer, Sport Club Coordinator; UNI-Wellness & Recreation Service Dept.