

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.