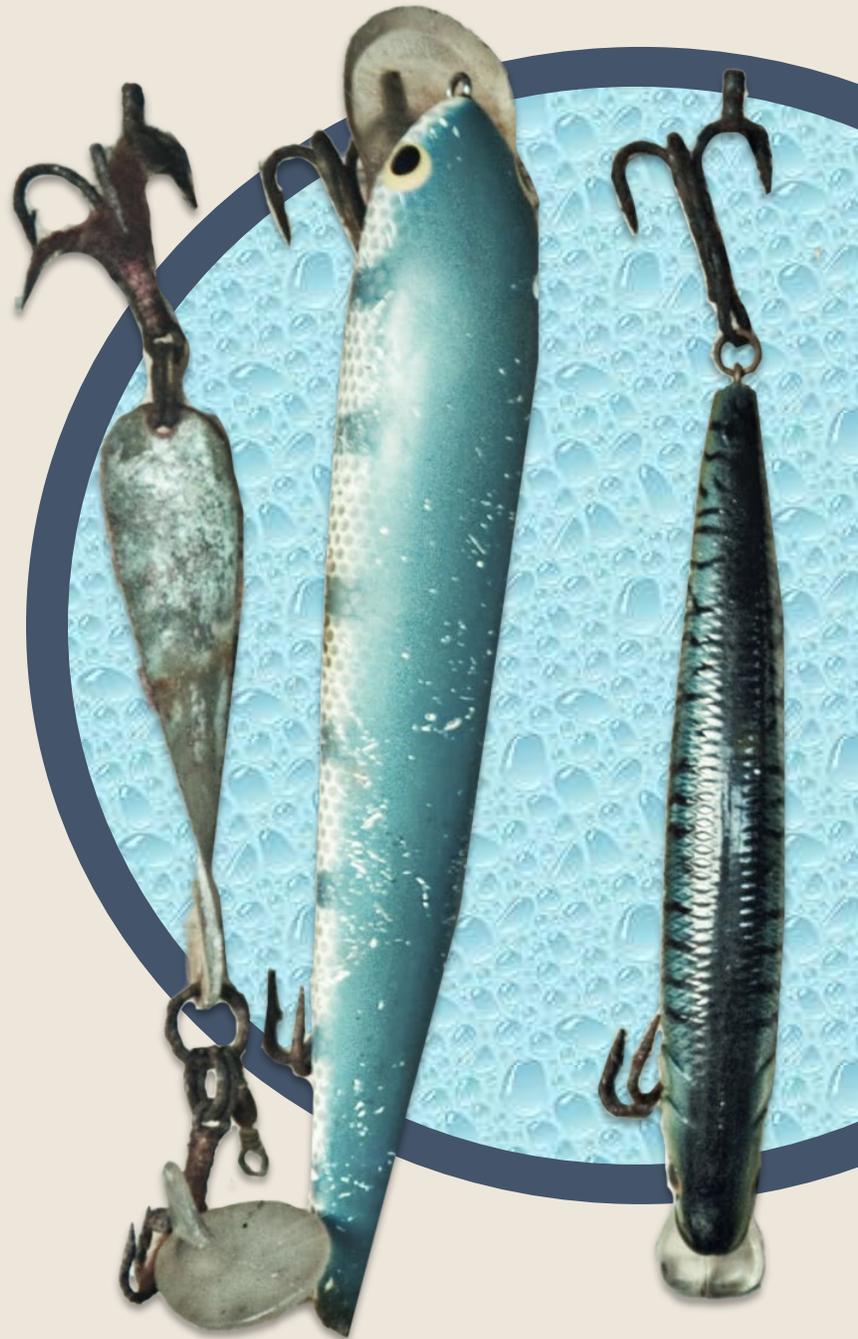


Fishing Sponsorship Proposal Template Example

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Sponsorship Proposal for:

Reel Cast Pro Series 20XX



Prepared By

Date

Brian Gorman

1/19/XX

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1. About the Event or Organization

Mission

To promote sustainable fishing practices and foster community through professional-level fishing competitions

History and Achievements

Founded in 2015, the ReelCast Pro Series has become one of the largest competitive fishing circuits, attracting over 10,000 participants annually.

Fishing Community and Participant Insights

Our anglers and spectators range from seasoned professionals to fishing enthusiasts, with 65% identifying as outdoor lifestyle advocates.

2. Sponsorship Opportunities

Logo placement on boats, angler jerseys, and event signage

Naming rights for key tournaments or prize categories

Branding in live streams and pre-event promotions

On-site activation with sponsor booths and product displays

3. Benefits of Sponsoring

Unmatched visibility at high-profile fishing events
Alignment with outdoor recreation and sustainability values
Direct engagement with fishing enthusiasts and outdoor hobbyists

4. Sponsorship Packages

Our sponsorship packages offer your brand maximum visibility and engagement opportunities at the ReelCast Pro Series 20XX. Each tier provides unique benefits, from exclusive event branding to direct audience interaction, ensuring your sponsorship delivers measurable impact.

Platinum Sponsorship Package - Exclusive branding on all boats, jerseys, and awards, along with prominent mentions in event media coverage

Gold Sponsorship Package - Logo placement on event signage and digital promotions, plus access to host sponsor-led workshops

Silver Sponsorship Package - Moderate branding on angler jerseys and printed materials, with acknowledgments in event recaps

Bronze Sponsorship Package - Digital recognition on the event live streams and newsletters



**5. Custom
Sponsorship
Opportunities**

Co-branded contests, such as the "Catch of the Day" award
Branded giveaways, including fishing gear and accessories
Sponsored digital campaigns featuring interactive audience participation

**6. Marketing and
Promotion Plan**

Pre-event teasers across social media and local press
Live coverage through live streams and on-site social engagement
Post-event highlights shared via digital media and recap videos

7. Audience Reach and Media Coverage	<p>Key demographics include fishing enthusiasts aged 25–55 who are passionate about sustainable outdoor activities.</p> <p>Over 15,000 in-person attendees and 50,000 livestream viewers are expected in 20XX.</p> <p>Social media campaigns consistently deliver over 200,000 impressions per event.</p>
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8. Sponsor Activation Opportunities	<p>Interactive sponsor booths with live product demos and tastings</p> <p>Sponsor-hosted fishing challenges or tutorials</p> <p>Social media shout-outs and event hashtags tailored to sponsor branding</p>
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9. Previous Sponsorship Successes	<p>Reel Craft Gear saw a 30% sales increase in fishing equipment following their sponsorship of the 20XX series.</p> <p>AnglerTech's branded contest generated over 15,000 hashtag uses, leading to a 20% growth in social media followers</p> <p>Testimonials from past sponsors emphasize strong ROI and lasting brand engagement</p>
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10. Contact Information

Brian Gorman
Sponsorship Coordinator
Brian.gorman@realcastpro.com
(555) 345-6789
www.realcastproseries.com | @ReelCastPro



Document Sign-Off

Prepared By

Brian Gorman

Reviewed By

Carmen Robertson

Approval

Everett Crosse

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