



ARNIE BAKER CYCLING

# Sponsorship Proposal

“A sponsor likes a top finisher, but a top finisher with an attitude doesn’t go as far as a midpacker with an awesome attitude.”

*Jake Orness*



**CYCLE  
HANDOUT**

## Before Sending a Proposal

- Decide what you want, what is reasonable, and importantly, what you will give in return.
- Levels or support for athletes are:
  - “Pro deals”—product at wholesale or less
  - Free product
  - Entry fees
  - Travel expenses
  - Performance bonuses
  - Salary
- Research to find out if the team, company, or group to which you are applying has the resources to help you in the way you want.
- Call ahead
- Send your proposal to a person, not the company per se, not “sponsorship department.”
- Send it to the right person.
- If you have been able to meet and chat with the right people during the course of the year, even better.
- Ask yourself: Are you willing to do what you are about to propose if you are having a bad day?
- Be on your best behavior at races and events. Temper tantrums and unsporting behavior will get you noticed for the wrong reasons.

## Your Proposal

### *Have a Cover Page*

- Make it distinctive, for example on canary-colored paper.
- Have your contact information easily accessible through proper formatting: Name, address, telephone, e-mail.
- Talk about your goals in a general way first.
- State specific short term and long term goals, if applicable.
- State specifically for what level or support you are applying.
- Put in something about the team, company, or group you are applying to, stating some ways in which you feel you can help the team,

company, or group. Put this paragraph in terms of what you can do for them—the needs of the team, company or group, not in terms of your needs.

- Don’t be obnoxiously full of yourself; but don’t be shy and sell yourself short either.
- If you have the computer skills, format a photograph of yourself into the page.
- Include two or three references. (First check with these references for their permission.)

### *Have a Results Pages*

- Start with the most recent results.
- List highlights of your career.
- List all races in the last year or two.
- Although listed more or less chronologically, you can, within years or month, list those results of more interest to the team, company, or group you are applying to. For example, if applying to a mountain bike team, list mountain biking results before road results.

### *Have a Planned Races Page*

- With planned events for the coming year, at the same time noting your flexibility, if any, to suit the needs of team, company, or group to which you are applying.

### *Extras*

- Some proposals should include sizing information.
- Spell and grammar check everything. Have someone else also look over your proposal for errors.

### *Follow-Up*

- Let the person to whom you addressed the letter know that you will be calling in about a week to follow up.
- Follow-up.
- Live up to your side of the bargain.

**AB**



ABC Handout

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