YOUR  
LOGO

**COMPANY NAME**

FESTIVAL SPONSORSHIP ACTIVATION PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to manage your festival sponsorship activation. We specialize in creating engaging, high-impact brand experiences that maximize visibility and audience engagement.  
  
This proposal outlines our approach to activating [Client Company Name]'s sponsorship at the upcoming festival.

# Project Objectives

The primary goals are:  
  
- Maximize brand exposure and audience engagement at the festival  
- Deliver a unique and memorable brand activation experience  
- Ensure seamless coordination with festival organizers and vendors  
- Provide measurable ROI through engagement metrics and reporting

# Proposed Services

Our sponsorship activation services include:  
  
- Concept development and creative design  
- On-site brand activation and experiential marketing  
- Custom booth or installation design and production  
- Staffing and brand ambassador management  
- Interactive activities and engagement strategies  
- Logistics coordination with festival organizers  
- Post-event reporting and analytics

# Scope of Work

Our scope includes:  
  
- Initial consultation and creative brief  
- Activation planning and vendor coordination  
- On-site setup, management, and teardown  
- Real-time audience engagement and data capture  
- Post-event performance analysis

# Timeline

Proposed project timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Planning & Concept Development | Creative ideation and strategy alignment | [Start Date] |
| Production & Coordination | Booth buildout, vendor management, logistics | [Date] |
| Activation Execution | On-site setup, audience engagement, live management | [Festival Dates] |
| Post-Event Analysis | Data reporting and performance review | [Completion Date] |

# Pricing

Estimated cost breakdown for sponsorship activation services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Creative Development | Concept ideation and design assets | [Amount] |
| Activation Production | Booth design, build, and logistics | [Amount] |
| Staffing & Management | Brand ambassadors and on-site coordination | [Amount] |
| Engagement & Reporting | Interactive elements and post-event analysis | [Amount] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a leading experiential marketing agency with a proven track record in festival activations.  
  
- Experience: [X] years in brand activations and event marketing  
- Expertise: Sponsorship strategy, experiential design, audience engagement  
- Mission: To create impactful, memorable brand experiences that resonate with festival audiences

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: Sponsorship activation at a national music festival  
- Outcome: Achieved a 25% increase in brand engagement and collected over 5,000 new leads  
  
Testimonial:  
“[Your Company Name] executed a flawless activation that significantly boosted our festival presence and audience engagement.” — [Client Contact]

# Terms and Conditions

Payment Terms: [X]% deposit, milestone payments.  
Confidentiality: All project details and brand strategies remain confidential.  
Client Responsibilities: Provide branding assets, approve activation concepts, and allocate internal resources as needed.  
Rescheduling: Subject to festival and vendor availability with [X] days’ notice.

# Acceptance

To approve this festival sponsorship activation proposal and initiate planning, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Authorized Representative]  
Title: [Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_