

Sponsorship Tier Package Template

A fillable worksheet for building sponsorship packages around outcomes, access, and measurable value. Complete one copy of this worksheet per tier (most programs use three to five). Fill in the fields below, then use the completed four-tier example on the last page as a reference for tone and level of detail.

Tier name

e.g. "Growth: Engage" or your own naming convention

Tier purpose

The sponsor outcome this tier is designed to support.

Best-fit sponsor

The sponsor type, maturity, category, and budget profile.

Primary value driver

The one reason this tier is worth buying.

Supporting benefits

Two to four benefits that reinforce the primary value.

Signature deliverables

Specific quantities, placements, rights, access, or experiences.

Investment

Price plus any activation, production, or pass-through costs.

Availability

Number of packages available and any category limitations.

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(continued)

Fixed elements

Benefits that define the tier and cannot be exchanged.

Choice elements

A limited set of options the sponsor may select.

Add-ons

Separately priced modules with delivery and approval rules.

Fulfillment owner

The person or team accountable for each deliverable.

Measurement plan

What will be tracked, reported, and discussed at renewal.

Notes

Anything else worth flagging before this tier goes to a sponsor.

Reference: Completed Four-Tier Example

A sample ladder for a hypothetical event or season-long property. Prices are illustrative only.

TIER	ENTRY Test & Learn	GROWTH Engage	STRATEGIC Convert	FLAGSHIP Lead
Best for	First-time sponsors	Brands ready to activate	ROI-focused partners	Category leaders
Core value	One focused channel or experience, low complexity	Audience participation plus one content or on-site module	Multiple touchpoints, lead or data capture, optimization	Scarce ownership, premium access, integration, renewal
Investment	\$5,000	\$12,500	\$30,000	\$75,000+
Website / campaign	Included	Included	Premium	Category ownership
Activation	One placement	Choose one	Choose two	Custom flagship experience
Content rights	None	One co-branded asset	Content series	Premium content platform
Hospitality / access	None	Standard access	Curated access	Exclusive access window
Lead / data capture	None	Optional add-on	Included	Included + optimization
Reporting	Delivery recap	Performance summary	KPI report	Insights + renewal case
Availability	Open	Limited	3 available	1 per category

Set price from value, not from precedent. Your audience quality, reach, rights, scarcity, production costs, and market demand should determine the investment.

You make sponsorships happen. **SponsorCX** makes it simple.