



PROPOSAL KIT SAMPLE

Sponsorship Sample Proposal

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Gale Gilson
Clearwater Auto Sport
3300 Hwy 12
Kamiah, ID 83536

Mrs. Gilson,

Friends of Kamiah Committee has recently been offered first right of refusal on a vacant theater near the downtown district. For a number of years now, we have talked to the town council and area citizens about restoring the theater to its 1920s Vaudevillian roots. The owner has generously allowed us an opportunity to purchase the theater for \$86,900, which is substantially below market value.

The theater is truly a diamond in the rough, and restoring it would bring many opportunities to our town. You might be aware that the building, built in 1934, is one of the only remaining Vaudevillian theaters still standing in ID. The exterior of the building needs moderate renovation and the interior needs to be brought to code, but if you could visit the building, you would see that all the original distinguishing characteristics of the building are still in good shape. The ceiling features all the original tin tiles, and the coves and upper walls depict beautiful oil murals. As a Vaudevillian theater, it contains an orchestra pit and a stage and could thus easily become our town's performing arts center as well as a movie theater.

The town council has agreed to purchase the building and apply for historical landmark status if we can find a corporate sponsor who will fund renovations. The costs for renovation are estimated to be near \$50,000. We are in the process of soliciting bids, which will help us determine the final cost of renovations. Your donation would be tax-deductible and would bring tangible benefits to your company in the form of permanent advertising and increased patronage. Proceeds from the sales of events would fund our local schools and other local charities.

We would very much like for your name to be associated with this important community project. To convince you further of this great opportunity to meet a community need, we have attached additional information. We look forward to speaking in person with you.

Sincerely,

James Madison
Friends of Kamiah Committee
208-555-6565



Proposal

Theater Corporate Sponsorship

Prepared for: Gale Gilson
Clearwater Auto Sport

Prepared by: James Madison
Friends of Kamiah Committee



Opportunities

Clearwater Auto Sport has a number of opportunities to benefit from this project.

★ **Permanent Advertising**

The town council has agreed to give naming rights to the corporate sponsor, normally to include the name of the sponsor in the theater's new title, which will be displayed in three locations on the building. In addition to having the theater named after the sponsor, Clearwater Auto Sport has the opportunity to be named a permanent sponsor for each showing and to have their name designated on the town's informational highway signs. This is an excellent opportunity to pay for permanent advertising in today's dollars.

★ **Increased Patronage**

Businesses in small towns have the opportunity to earn loyalty from residents by supporting the community. In addition, increased summer tourism for theater showings would increase traffic by your dealership and possibly bring in more customers.

★ **Tax Savings**

Charitable donations made to the town are fully tax-deductible. You can substantially reduce your tax liability while improving our town and becoming an integral part of our continued town improvement efforts.



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