



# SPONSORSHIP AND PARTNERSHIP PROPOSAL

PARTNERING WITH ONTHEGO FOR YOUR EVENT.

Lets work together!!

## ABOUT YOUR EVENT

Organisation name:	Event date:
Event name:	
Projected participants:	
Major sponsor:	

How can you benefit from having OTG as a Partner or Sponsor?

About your organisation:

OnTheGo Sports specialize in Custom made high performance apparel, with various industries and events being able to make use of our product.

The Every Day Matters Initiative is our way of giving back to communities in need by providing everyone with the opportunity to live an active and healthy life every day.

Please select your Organisation / event's interest

**TEAM SPORTS:**  AFL  Netball  Basketball  Soccer  Tennis  Other

**OTHER SPORTS:**  Cycling  Triathlon  Running  Mountain Biking  Other

**OTHER INTERESTS:**  Construction  Corporate Events  Health Clubs  Schools  Other

## WHAT OTG CAN DO

Types of Product OTG can offer:

- Event staff uniform
- Volunteer uniform
- Participation Gear (Tee, Polo, Cycle Jersey etc)
- Finisher Tee
- Water bottles
- Backpacks





# SPONSORSHIP AND PARTNERSHIP PROPOSAL CONT.

## PARTNERSHIP INFO.

How can On The Go benefit from this Partnership? (eg. advertising)

Type of Partnerships Available:      Official Apparel Sponsor      Major/Minor event sponsor  
    Official Apparel Partner      Official Merchandise Supplier

## PARTNERSHIP OPTIONS

### OPTION 1: PRE-PURCHASE THROUGH ONLINE STORE

Idea	Example	Event Outcome
<p><b>"OnTheGo Official Apparel Partner"</b></p> <p>OnTheGo Opens an online store dedicated to your event!</p> <p>Open for 2-4 weeks for Pre-Purchase orders, prior to manufacture of goods (4-6 weeks).</p>	<p>OnTheGo sells unit Online for \$X* to purchasing customer.            OnTheGo agree to a "wholesale" price to event parter.            OnTheGo rebate Event Parter the difference.</p> <p>*Minimum Orders required</p>	<p>OTG unit price to Partner \$20.00            Partner sells for \$40.00            OTG rebates difference unit price = \$20.00</p> <p>Event Sponsorship:            OTG unit price rebate x quantity            eg. \$20 x 300 units = \$600</p>

### OPTION 2: PARTICIPATION GARMENT

Idea	Example	Event Outcome
<p><b>"OnTheGo Official Apparel Partner"</b></p> <p>OnTheGo Supplies event participation garment to event partner.</p>	<p>Partner purchases X amount of units for a subsidised cost off OTG RRP*.</p> <p>Therefore RRP - unit cost x unit qty = sponsorship amount.</p> <p>*Minimum Orders required</p>	<p>Unit RRP \$50 (ex GST) for 50-99 units offer:            60 units @ \$30ea (ex GST)</p> <p>Event Sponsorship:            OTG RRP: \$50.00 – OTG Sell: \$30.00            = \$20.00 Difference:            = \$20 x 60 units            = \$1,200.00</p>

### OPTION 3: SUPPLY OF EVENT UNIFORMS

Idea	Example	Event Outcome
<p><b>"OnTheGo Official Apparel Sponsor"</b></p> <p>Certain QTY of staff Polos/Tees for exhibition space at event</p>	<p>Total QTY x OTG RRP = Sponsorship amount</p> <p>*Minimum Orders required</p>	<p>Event Sponsorship:            50 units x \$50 RRP            = \$2,500 sponsorship</p> <p>Space at event, database for edm/lead generation</p>

Name: \_\_\_\_\_ Sign: \_\_\_\_\_ Date: \_\_\_\_\_