

# Brand or agency proposal

## Sponsorship Proposal

Prepared for: [Client / Brand / Stakeholder]

Prepared by: [Your Name / Agency]

Date: [Date]

### 1. Campaign opportunity

[One paragraph describing the campaign, product, launch, or audience moment.]

### 2. Recommended creators

- Creator 1: [Name, platform, audience fit, average views]
- Creator 2: [Name, platform, audience fit, average views]
- Creator 3: [Name, platform, audience fit, average views]

### Why these creators

- Audience overlap: [Audience segment]
- Content fit: [Formats that match the product]
- Sponsor precedent: [Relevant prior sponsors or competitor examples]

### 3. Campaign concept

- Core idea: [The content angle]
- Viewer problem: [What the audience cares about]
- Brand role: [How the product naturally appears]
- CTA: [Trial, signup, purchase, waitlist, demo]

### 4. Deliverables

- [Number] x [Platform] integrations
- [Number] x [Short-form clips]
- [Number] x usage rights or paid amplification assets
- Optional add-ons: [Newsletter, pinned comment, livestream, community post]

### 5. Budget

- Creator fees: [Amount]
- Agency or management fee: [Amount]
- Production or product costs: [Amount]
- Paid amplification: [Amount]
- Total recommended budget: [Amount]

### 6. Timeline

- Creator outreach: [Date range]
- Contracting: [Date range]
- Content production: [Date range]



- Approval window: [Date range]
- Publish window: [Date range]
- Reporting: [Date]

## **7. Expected outcomes**

- Estimated reach: [Range]
- Estimated clicks: [Range]
- Success metrics: [Views, CPA, signups, sales, brand lift]
- Reporting format: [Dashboard, spreadsheet, recap deck]

## **8. Next steps**

- Approve proposed budget and creator list.
- Confirm product messaging and exclusions.
- Start outreach and hold creator calendars.

