



SPONSOR ACTIVATION PLAYBOOK

# Sponsor Package Templates for Club Apps

Plug-and-Play Digital Sponsorship Proposals  
for Sports Clubs, Events, Venues & Tourism



Build a tiered digital sponsor proposal for your organisation  
in under an hour — with ready-made templates, pricing worksheets,  
pitch emails, and reporting frameworks.

[www.tiparra.com](http://www.tiparra.com)

# Why This Guide Exists

Let's be blunt: "logo on a fence" sponsorship is dying. A faded vinyl banner next to the canteen isn't cutting it for sponsors any more — and it shouldn't cut it for your organisation either.

In 2026, the sponsors worth having want three things: **activation** (their brand doing something, not just sitting there), **data** (proof that real people engaged), and **owned reach** (not rented social algorithms that show your post to three followers and a bot from Estonia).

The clubs and organisations winning the sponsorship game have shifted from rented platforms to owned channels. They're building their own digital home — a branded app where fans, members, and visitors are already paying attention. That's the environment where sponsor value actually compounds.

*"Social is the invite. The app is the house."*

But here's the problem: most clubs, events, and venues don't have a sponsorship sales background. The committee treasurer shouldn't need an MBA to put together a compelling sponsor package. So we built this guide to fix that.

## What's Inside

Everything you need to build a professional, tiered digital sponsor proposal — in under an hour. Five inventory categories explained. Three ready-made package tiers. A pricing worksheet. A copy-paste pitch email. A reporting template. Objection handlers. And a 30-day activation checklist to get from signed contract to first sponsor report.

## Who It's For

Sports clubs (community through to professional), event organisers, venue operators, and tourism organisations. Whether you're selling to the local physio or a national brand, the framework scales.

**5**

Inventory Categories

**3**

Package Tiers

**1hr**

To Build Your Proposal

**\$0**

Cost To Use This Guide



# Your Sponsor Inventory

The 5 digital placement categories that power your packages

Before you can price a package, you need to know what you're selling. In Tiparra, every sponsor placement is built from modular building blocks called **Stacks** and **Actions**. Think of Stacks as the containers (a section of your app) and Actions as the things people do inside them (vote, check in, claim an offer).

Here are the five categories of digital sponsor inventory available inside your app. Each one is something you can sell — individually or bundled into the tiered packages we'll build later.

## 1. Splash Screen / App Launch Placement

A full-screen branded image that appears every single time someone opens your app. It's unmissable — 100% share of screen, zero competition, every single session. This is the digital equivalent of owning the front gate at the ground.

WHAT THE SPONSOR GETS	METRICS YOU REPORT
Full-screen branded image on app open	Total impressions (app opens)
Clickable link to their website or offer	Click-through rate
Exclusive — only one sponsor per slot	Unique users who saw the placement

**Cross-sector tip:** For tourism operators, this becomes a "Welcome to [Region]" branded splash featuring an accommodation or experience partner. For events, it's the "Presented by [Sponsor]" screen on entry day.

## 2. In-App Banner Ads (with Click-Through)

Persistent banner placements within the app's content feed, fixtures page, or results section. Unlike social posts that vanish from the feed, these stay put and accumulate impressions every time someone scrolls past.

WHAT THE SPONSOR GETS	METRICS YOU REPORT
Branded banner in high-traffic sections	Impressions per banner, per period
Click-through to landing page or offer	Click-through rate
Rotation options (share space or exclusive)	Unique reach

**Cross-sector tip:** Venue operators can sell banner placements on the "What's On" or "Food & Drink" screens. Tourism operators can use the "Trails" or "Events This Week" feed.

### 3. Push Notification Sponsorship

Push notifications land on the lock screen — the most valuable real estate on the planet. A sponsored push notification isn't an ad; it's a useful message that happens to be brought to your audience by a brand. The open rates make email look quaint.

WHAT THE SPONSOR GETS	METRICS YOU REPORT
"Brought to you by [Sponsor]" tag on push	Notification delivery rate
Link to sponsor offer or content on tap	Open / tap-through rate
Exclusive sponsorship of a notification type (e.g. all score updates)	Unique opens

**Cross-sector tip:** For events, this becomes "Stage times brought to you by [Sponsor]". For tourism, "Trail conditions update — powered by [Outdoor Brand]".

### 4. Sponsored Actions (Polls, Quizzes, Check-ins, Offers, Rewards)

This is where the magic happens. Sponsored Actions are interactive moments inside your app that a sponsor's brand wraps around. A half-time poll. A predict-the-score quiz. A check-in streak. A redeemable offer. These aren't passive impressions — they're active engagements where the user is *doing something* with the sponsor's brand.

WHAT THE SPONSOR GETS	METRICS YOU REPORT
Branded poll / quiz / check-in / offer	Total entries / participations
Logo and name on the Action screen	Unique participants
Data on participant preferences	Completion rate, redemption rate
Direct ROI link (e.g. offer claimed)	Offer claims / conversions

**Cross-sector tip:** For tourism, replace "Player of the Match poll" with "Featured Trail of the Week vote". For venues, try "Rate tonight's show" or "Check in for a free drink on your 5th visit".

## 5. Branded Content Hubs / Partner Pages

A dedicated section inside your app where a sponsor gets their own “home.” This is the premium, always-on placement — a persistent page featuring the sponsor’s content, offers, bio, and links. It’s their shopfront inside your digital clubhouse.

WHAT THE SPONSOR GETS	METRICS YOU REPORT
Dedicated partner page in the app	Page views and unique visitors
Custom content (text, images, offers)	Time on page / scroll depth
Persistent link in app navigation	Click-throughs to external links
Ability to update their own content	Offer redemptions (if applicable)

**Cross-sector tip:** Tourism operators can give accommodation partners or local restaurants their own page. Event organisers can offer exhibitors a “virtual booth” that lives beyond the event itself.

*"Your App. Your Channel. Your Rules."*

## B

## The 3-Tier Package Framework

Bronze, Silver, and Gold — ready to customise

Tiered packages make the sales conversation easier. They give sponsors a clear choice, anchor the value against a top tier, and let you upsell without being pushy. Below are three ready-made templates. Adapt the line items, swap in your own pricing, and you've got a professional proposal.

### ● Bronze Package — “The Supporter”

Entry-level visibility. Perfect for local businesses dipping their toes into digital sponsorship.

LINE ITEM	INCLUDED
In-app banner ad (rotating)	1 placement, shared rotation
Push notification sponsorship	1 branded push per month
Logo on Partner page (shared)	Listed in “Our Partners” section
Sponsor report	Quarterly summary

ORGANISATION TYPE	SUGGESTED PRICE RANGE (AUD/season)
Community club	\$200 – \$500
Semi-professional club	\$500 – \$1,500
Professional club	\$1,500 – \$5,000
Events / Festivals	\$300 – \$1,000 per event
Tourism / Venues	\$500 – \$2,000 per quarter

**Sample pitch line:** “For [price], your brand appears in our app every week in front of [audience size] engaged fans — with a quarterly report proving it.”

### ● Silver Package — “The Partner”

Active engagement. The sponsor's brand isn't just seen — it's interacted with.

LINE ITEM	INCLUDED
In-app banner ad (priority rotation)	1 placement, priority position
Push notification sponsorship	2 branded pushes per month
Sponsored Action	1 poll, quiz, or offer per month
Partner page (own section)	Dedicated partner page

LINE ITEM	INCLUDED
Sponsor report	Monthly summary with engagement data

ORGANISATION TYPE	SUGGESTED PRICE RANGE (AUD/season)
Community club	\$500 – \$1,500
Semi-professional club	\$1,500 – \$4,000
Professional club	\$5,000 – \$15,000
Events / Festivals	\$1,000 – \$3,000 per event
Tourism / Venues	\$2,000 – \$5,000 per quarter

**Sample pitch line:** “[Audience size] fans won’t just see your logo — they’ll vote in your poll, claim your offer, and visit your page. We’ll prove it with monthly data.”

### ● Gold Package — “The Principal Partner”

Full integration. The sponsor owns the highest-value real estate in your digital clubhouse, with exclusive placements, multiple activations, and first-party data.

LINE ITEM	INCLUDED
Splash screen (exclusive)	Full-screen brand placement on app open
In-app banner ad (exclusive section)	1 exclusive placement, no rotation
Push notification sponsorship	4+ branded pushes per month
Sponsored Actions	Unlimited polls, quizzes, offers
Branded content hub (own page)	Full partner page with self-serve updates
Sponsor report	Monthly report + live dashboard access
Category exclusivity	Only sponsor in their industry vertical

ORGANISATION TYPE	SUGGESTED PRICE RANGE (AUD/season)
Community club	\$1,500 – \$4,000
Semi-professional club	\$4,000 – \$10,000
Professional club	\$15,000 – \$50,000+
Events / Festivals	\$3,000 – \$10,000 per event
Tourism / Venues	\$5,000 – \$15,000 per quarter

**Sample pitch line:** “Own the first screen every fan sees when they open our app. Exclusive category rights. Unlimited activations. Monthly proof. This is your digital stadium naming rights.”



# The Pricing Worksheet

Fill in the blanks to calculate your package prices

Not sure what to charge? Start with the back-of-the-napkin formula below. It gives you a defensible base price in about 60 seconds — then use the planning worksheet underneath to refine it with your real data.

## Step 1: The Quick Formula

Plug in your numbers. Multiply each metric by its value multiplier, then add them up. The total is your suggested **annual base price** for a Bronze-level package.

METRIC	YOUR NUMBER	MULTIPLIER	SUBTOTAL
Total app users	[e.g. 1,000]	× \$1.00	[e.g. \$1,000]
Avg. monthly impressions	[e.g. 5,000]	× \$0.10	[e.g. \$500]
High-value Actions (polls, clicks, check-ins)	[e.g. 200]	× \$5.00	[e.g. \$1,000]
Engagement rate bonus (if >10% engagement rate)	Yes / No	+ 20%	[e.g. \$500]
<b>SUGGESTED BASE PRICE</b>			<b>[e.g. \$3,000]</b>

Once you have your Bronze base price, multiply up for the other tiers: **Silver = Bronze × 2–2.5x** and **Gold = Bronze × 4–6x**.

## Step 2: The Planning Worksheet

Use this to capture your full picture before building your proposal. Fill in the “Your Data” column with your actual numbers.

FIELD	YOUR DATA	NOTES
Total app users		Active users in the last 90 days
Avg. monthly active users		Users who opened the app 2+ times
Avg. engagement rate		Actions taken ÷ app opens (aim for 15%+)
Engagement multiplier		1.0x (avg), 1.5x (strong), 2.0x (elite)
Your Bronze price		From the formula above
Your Silver price		Bronze × 2–2.5x
Your Gold price		Bronze × 4–6x

**Pro tip:** Don't undersell. A sponsor paying \$500 for a rotating banner that gets seen by 2,000 engaged fans every week is getting a CPM of around \$1.25. That's a fraction of what they'd pay on Meta or Google — and it's inside a trusted, distraction-free environment. Know your value.



# Sponsor Pitch Email

Copy, paste, personalise, send

Here's a ready-made email you can send to prospective sponsors. Replace the placeholders with your own details. Keep it short, confident, and focused on what's in it for them.

## TEMPLATE EMAIL — COPY & PERSONALISE

Subject: Partner with [Your Organisation] — Reach [Audience Size] engaged [fans/visitors/members]

Hi [Sponsor Name],

I'm [Your Name] from [Your Organisation]. We've recently launched our own branded app to connect with our [fans/visitors/members], and the engagement has been brilliant — [Recent Engagement Stat, e.g. "850 active users with a 22% weekly engagement rate"].

We're now offering a small number of digital sponsor partnerships inside the app. Unlike social media, this is our own channel — no algorithms, no competing ads, and every interaction is measurable.

I'd love to show you what a [Bronze/Silver/Gold] partnership looks like for [Sponsor's Business Name]. At a glance, it includes:

- [Key inclusion 1, e.g. "Branded push notifications to our full user base"]
- [Key inclusion 2, e.g. "Sponsored half-time poll with your branding"]
- [Key inclusion 3, e.g. "Your own partner page inside our app"]

We provide [monthly/quarterly] reports showing impressions, taps, and engagement — so you'll always know exactly what you're getting.

Would you be up for a 15-minute chat this week? Happy to walk you through a quick demo.

Cheers,

[Your Name]

[Your Role] | [Your Organisation]

[Phone] | [Email]



# Sponsor Reporting Template

What to send back — and how to make them renew

The sponsor report is your renewal tool. If you can show clear, honest data on what their investment delivered, the renewal conversation becomes a formality. Here's a one-page template for a monthly or quarterly sponsor report.

## Sample Sponsor Report Layout

METRIC	THIS PERIOD	LAST PERIOD	CHANGE
Total impressions	[e.g. 12,400]	[e.g. 10,800]	[+14.8%]
Unique users reached	[e.g. 1,850]	[e.g. 1,620]	[+14.2%]
Banner taps / clicks	[e.g. 340]	[e.g. 280]	[+21.4%]
Click-through rate	[e.g. 2.7%]	[e.g. 2.6%]	[+0.1pp]
Poll / quiz entries	[e.g. 480]	[e.g. 390]	[+23.1%]
Offer redemptions	[e.g. 65]	[e.g. 52]	[+25.0%]
Check-in completions	[e.g. 210]	[e.g. 175]	[+20.0%]
Partner page views	[e.g. 890]	[e.g. 720]	[+23.6%]
Overall engagement rate	[e.g. 18.4%]	[e.g. 16.1%]	[+2.3pp]

## What to Include Alongside the Numbers

- A 2–3 sentence executive summary (“Your brand was seen by 1,850 unique users this month, up 14% on last period. Offer redemptions grew 25%.”)
- One highlight moment (“Your half-time poll had 480 entries — our most engaged Action this season”)
- A forward-looking note (“Next month we’re planning a check-in streak campaign and would love to feature your brand”)
- Year-on-year comparison if data is available

**Remember:** First-party data beats impressions. Sponsors care about what happened, not just who scrolled past. Lead with actions taken (polls entered, offers claimed, pages visited) and save raw impressions for context.



## Common Objections

What sponsors say — and what you say back

Every sponsor conversation hits a speed bump. Here are the seven most common objections and the responses that keep the deal moving.

### 1. “We already do social media.”

That’s great for reach, but you’re competing with a billion other voices on those platforms. Our app is a walled garden. When people are in our app, they aren’t looking at your competitors — they’re focused on our community and your brand. Plus, we don’t have an algorithm hiding your posts. Social is the invite. The app is the house.

### 2. “How do we know it works?”

Every placement is measurable. We provide [monthly/quarterly] reports showing impressions, taps, poll entries, and offer redemptions. No guesswork, no vanity metrics.

### 3. “Can we try it first?”

Absolutely. We offer a one-month trial at our Bronze level so you can see the data before committing to a full season. Most sponsors upgrade after seeing their first report.

### 4. “We don’t have budget for digital.”

This replaces spend, it doesn’t add to it. For the cost of a fence sign that nobody photographs, you get a measurable, interactive placement inside a channel your customers actually open every week.

### 5. “How many people actually use the app?”

We have [X] active users with an average engagement rate of [Y%]. That’s not followers — that’s people who open the app and take action. We’re happy to share the data.

### 6. “Our target market doesn’t match your audience.”

Our audience data shows [key demographic insight]. But the beauty of in-app sponsorship is that we can target specific Actions to specific segments. Let’s look at the overlap together.

### 7. “We need to think about it.”

Of course. I’ll send through our package overview and a sample report so your team can see exactly what the partnership looks like. We have limited spots per tier, so I’ll check back in [timeframe] to see if you have any questions.



# 30-Day Activation Checklist

From signed contract to first sponsor report

You've closed the deal. Now what? This week-by-week checklist takes you from contract signed through to delivering your first sponsor report.

## WEEK 1 — ONBOARDING

- Confirm signed agreement and payment terms
- Collect sponsor assets: logo (PNG, SVG), brand colours, tagline
- Agree on placement details: which tier, which Actions, which content
- Set up sponsor in your app admin panel
- Schedule a 15-min kickoff call to align on goals and first activation

## WEEK 2 — BUILD & LAUNCH

- Configure splash screen, banners, or partner page with sponsor branding
- Build the first Sponsored Action (poll, quiz, offer, or check-in)
- Draft the first branded push notification and schedule it
- Test all placements internally before going live
- Announce the partnership via your app feed and social channels

## WEEK 3 — ACTIVATE & MONITOR

- Run the first Sponsored Action and monitor engagement
- Send mid-cycle check-in to sponsor with early engagement snapshot
- Capture any user-generated content or feedback to share with sponsor
- Plan the second Sponsored Action based on first-week learnings

## WEEK 4 — REPORT & RENEW

- Pull engagement data for the full month
- Build the sponsor report using the template in this guide
- Schedule a 15-min review call to walk through results
- Present renewal or upgrade options for the next period
- Ask for a testimonial or referral to another local business

# Ready to Sell Smarter Sponsorships?

Sponsorship shouldn't be a donation — it should be a partnership.  
Tiparra gives you the platform. This guide gives you the playbook.  
Now it's time to put them together.

*"Sponsor utility beats passive visibility. Every time."*

EXPLORE FEATURES	SEE THE ROI	TALK TO US
<a href="https://tiparra.com/features">tiparra.com/features</a>	<a href="https://tiparra.com/roi">tiparra.com/roi</a>	<a href="https://tiparra.com/contact">tiparra.com/contact</a>
See how Stacks and Actions power sponsor activations	Use our calculator to model your sponsorship revenue	Book a 15-minute walkthrough with the Tiparra team



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