

Week 13

Writing a proposal: **financing an arts activity such as a theatre production**

Before you start, work with a partner and do the following:

- Decide what details you must invent in order to write the proposal, e.g. the type of company you work for, what new markets you should research, etc.
- Decide what sections and section headings your proposal should have, and write a plan.
- Discuss what ideas you can express in each section and include these in your plan.
- Compare your ideas with the rest of the class.

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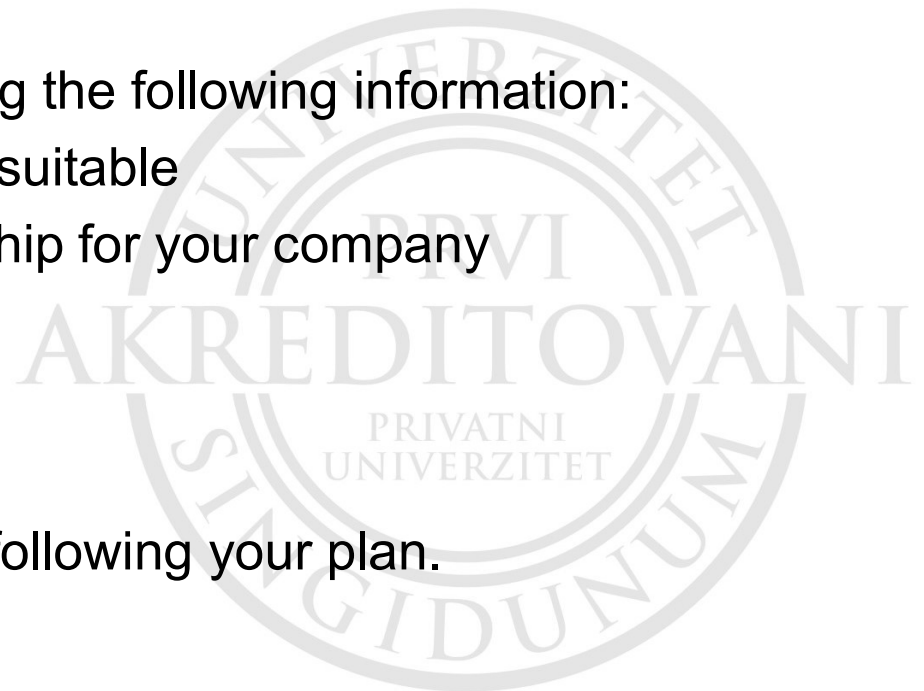
Writing task:

Your CEO is interested in using sponsorship as a way of promoting your company and its products. He has asked you to make a recommendation about how this can be done.

Write a proposal for the CEO including the following information:

- The type of activities which might be suitable
- The benefits of this type of sponsorship for your company
- The costs involved
- Your recommendation.

Work alone and write your proposal, following your plan.



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Talking point: present your proposal to the rest of the class using appropriate language.

Running costs

Put up money

Break even

Angel

Bankable

Second – guess

Break down

Put on

Runaway success

