

Sponsorship request for a club

The first request with something in return: logo on shirts, boards or the website with a link. Amount, benefit and VAT in one letter.

Fill in the fields in square brackets.

[Club / name]

[Street, postcode, town]

[Company]

[Ms / Mr Name]

[Street, postcode, town]

[Place], [DD.MM.YYYY]

Sponsorship request: [season / event / project]

Dear [Ms / Mr Name],

we are [Club / name] and we reach [e.g. 180 members, 1,200 spectators per home game]. For [season / event / project] we are looking for partners from the region who want to be visible with us, and we thought of you.

For [CHF ... / in kind] we offer an advertising package of your choice:

PACKAGE	WHAT YOU GET	AMOUNT
[Main partner]	[logo on the shirts, mention at every home game]	[CHF ...]
[Partner]	[pitch-side board, logo with link on our website]	[CHF ...]
[Supporter]	[logo with link on our website]	[CHF ...]

VAT: [We are not registered for VAT. / Amounts include 8.1% VAT. / The advertising is excluded from VAT under Art. 21(2)(27) of the Swiss VAT Act.]

We would be glad to present the project in a short meeting and look forward to your reply by [DD.MM.YYYY].

Kind regards,

[name, role, phone, e-mail]

[Club / name]

Legal basis: Swiss VAT Act (SR 641.20) Art. 3(i), 10, 18, 21(2)(27), 25; Federal Direct Tax Act (SR 642.11) Art. 33a, 59; Code of Obligations (SR 220) Art. 11, 239, 243.

Practice: Swiss Federal Tax Administration, VAT sector info 24 Sport, no. 15. The English wording is a description, not a quotation — only the German, French and Italian texts are authoritative. Template by ConvivaPlus. Not tax or legal advice.

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