

## Sponsorship Fit-ness Test

Do your homework before approaching a potential sponsor. The more you know about your prospect in advance, the better chance you'll have of finding the right fit (and getting to yes).

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| 1. Do the business values and promotional messages of the sponsor align with your organizational mission and positioning? | Yes | No |
|---|-----|----|

If so, how?

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| 2. Does your organization or event offer the sponsor access to one or more of its target audiences? | Yes | No |
|---|-----|----|

If so, which ones?

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| 3. Will your sponsorship program help the sponsor and your organization meet a strategic business objective? | Yes | No |
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If so, how?

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Give yourself one point for each yes. The more points, the better the fit! (Only one point? Take a pass.)