

# Prospective Sponsor Research

The idea of Prospective Sponsor Research is to provide you with a format so that you can obtain as much information about your target sponsor as you possibly can, by giving you all of the clues you need to make your best shot at gaining their sponsorship. Do not worry if you cannot get all of the information but do try to get most of it before creating your offer.

If you speak to your potential sponsor, be reasonable about the amount of information you request and the time you need to have this information in. Know the basics and ask the questions below that are in italics first. Also, get the correct address, name and title from the receptionist or secretary, not your target contact.

Sponsor: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax \_\_\_\_\_  
Website: \_\_\_\_\_  
Contact name: \_\_\_\_\_  
Title: \_\_\_\_\_

## Key Brand/Product Attributes

1.
2.
3.
4.
5.

## Objectives

1.
2.
3.
4.
5.



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Relevant product lines and Target Markets	
PRODUCT	TARGET MARKETS

Have they recently or are they planning to add to or extend their brand lines, change their logo, re-launch a product, merge with another company or enter into a new or distinctive marketing campaign? Please describe.

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Direct Competitors in Category
1.
2.
3.
4.
5.

Key Indirect Competitors <i>Other categories that may compete with their category</i>
1.
2.
3.
4.
5.



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How do they utilize their sponsorships?
1.
2.
3.
4.
5.

Has this company ever sponsored a similar property? Can you get any information on how that went? (Speak to the other sponsee if you feel it is appropriate.)

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Is there any national or overseas precedent for a relationship such as this? Have you got a copy of any supporting magazine or newspaper articles?

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Exclusions in the area of Sponsorship
1.
2.
3.
4.
5.



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How long should approval take and what is the approval procedure for sponsorships?

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Information gathered by: \_\_\_\_\_ Date: \_\_\_\_\_



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