



## SPONSORSHIP CHECKLIST

These are the basic steps for making commercial sponsorship approaches. Tick the boxes when you've completed them:

- Project is defined, has intellectual property (IP) issues addressed and is viable
- Package is valued and its benefits identified
- Sponsorship strategy is prepared
- Sponsorship research is completed
- Potential partners are identified and ranked
- Timeline is prepared for sponsor approaches
- Selling package is designed and ready
- Package is customised for first approach
- Priority 1 sponsor is approached
- Response received
- If unsuccessful, selling package is customised for approach to Priority 2 sponsor
- Sponsor approaches completed

## PROJECT IS GO OR NO GO

- If sponsorship secured, negotiations are underway and any IP issues clarified
- Sponsorship contract signed and milestones agreed
- Project delivery is underway
- Sponsor staff involved in and advised of progress
- Project is launched
- Sponsor staff regularly updated about progress
- Project reaches completion
- Sponsor formally thanked
- Sponsor sent copies of any media clippings or coverage
- Sponsor kept in touch with enabling possible future associations.