

Name _____ Company _____ Date _____

Question 1 Have you been involved in sponsorship before and how did it go for you?

Notes

Question 2, What would be the ideal outcome for you, from us working together this season?

Notes

Question 3, What would you consider to the most important elements of a sponsorship package?

Notes

Question 4, Do you feel that your staff and team could benefit from our partnership this season?

Notes

Question 5, Do you feel your customers could could benefit from our partnership this season?

Notes

Question 6, I think it sounds like we have a fit here, would you agree? Is this a good time for me to put together a draft proposal for your feedback?

Notes

Follow Up Questions, to help them tell you more about their experience and what will suit them best

Can you tell me more about that?

And how did that work for you?

What was the best thing about that?

What has been the most challenging part of that?