Are You Ready? A successful sponsorship checklist

When discussing a sponsorship agreement with a potential business partner, it's important for both parties to understand the expected outcomes.

This checklist includes the basic points that you will need to discuss and agree upon before entering into a successful sponsorship.

Tick each box where you answer 'yes' to the question. Once all the boxes have been ticked you're ready for a successful sponsorship program.

Vision:

- ☐ Is there an agreement between both the business and your group that the sponsorship would be the beneficial for both parties and the community?
- ☐ Do you both share a number of goals, aspirations or philosophies as part of your operations?
- ☐ Is there a set of agreed-upon sponsorship objectives in place?
- ☐ Do you both agree on the issue the sponsorship will aim to address? Do you both agree the proposed sponsorship is focused on addressing that issue?
- ☐ Is there a consensus on the model of the planned sponsorship, and that there are benefits for all parties and the wider community?

Attitudes:

- ☐ Are you both willing to work together to drive the sponsorship forward?
- ☐ Are you both willing to put in the time, effort and resources to make the sponsorship successful, ensuring deadlines are met and goals achieved?
- ☐ Does each group know what the other does and what it aims to do?
- ☐ Does each group trust the other's capabilities, commitment and professionalism when it comes to the prospective sponsorship?
- ☐ Do you both feel comfortable treating the other as an equal in the sponsorship?
- ☐ Do you both feel you can communicate as equals? Are you both comfortable about being honest with each other?
- ☐ Are you both flexible enough to change or alter the scope of the sponsorship and its aims, if necessary?

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Planning:

- ☐ Are there clear processes in place regarding how the sponsorship will function, and how its progress will be charted?
- ☐ Is there agreement on how the conditions of the planned sponsorship will be formalised – verbally or through a written agreement? Is there also provision for formal changes to the sponsorship's structure if necessary?
- ☐ Are there agreed contingency plans in place to deal with problems that may arise with the sponsorship? Is there an understanding about who has to be present if an emergency meeting is called in relation to the sponsorship, and what that meeting would have the authority to do?
- ☐ Have you both settled on the person or people who will speak publicly/to the media to help generate good publicity for the sponsorship? Is there also agreement on who will speak publicly or to the media if problems or a crisis arises?
- ☐ Have you both agreed on an "out-clause'', or a set of conditions that would spell the end of the planned sponsorship? Are arrangements for the end of the sponsorship agreed?

Responsibilities:

- ☐ Do you both know your responsibilities in the prospective sponsorship, and are you both comfortable with them?
- ☐ Do you both know each other's roles and responsibilities in your planned sponsorship, and do you both agree?
- ☐ Is each group comfortable with sharing responsibility for the sponsorship?
- ☐ Are you both happy to share the good and the bad of the planned sponsorship – the benefits and the burdens that it will produce?
- ☐ Are you both comfortable with your level of decision-making responsibility, as well as that of your prospective partner?
- ☐ Is there a mutually agreed way of reporting on whether both parties are meeting their responsibilities, and a procedure (for example, calling a meeting) if one of the parties does not meet its responsibilities?
- ☐ Is there a mechanism to formally alter the responsibilities in the sponsorship should the need arise?

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