

Sponsor Prospectus

COMPANION DISCUSSION GUIDE

Why Create a Prospectus?

- ***Storytelling tool***
 - Can double as an annual report or org brochure!
 - ***Tool for approaching sponsors***
 - Can be an ice breaker in person, a mail piece, etc.
 - ***Tool to empower your board***
 - They've got all the info at their fingertips!
1. How would you describe your current relationship with your sponsors? Where do you want to take those sponsor relationships?
 2. What is one question related to sponsorship that you want to ask?
 3. Think about the emotional appeal of your (potential) sponsor prospectus. How would you frame your organization's impact/mission to sponsors?
 4. Think about a particular sponsor you want to approach. What is the value proposition for them of supporting you (i.e., why should they care)?
 5. Do you already use a sponsor prospectus? If so, how would you describe it? Has it been effective for you?
 6. If you don't already use a prospectus, is it something you want to create?
 7. What assets (people?) do you have in your wheelhouse that might grow your sponsorship network/base?
 8. What is one opportunity related to sponsorship that you're excited about?