

Sponsorship Form Template

All questions are optional. Follow each question's directions.
Write your answers to the open questions in the space provided.

Imagine a fictional local community arts event and answer as a potential business sponsor. Skip anything you cannot answer. This public example is for planning only; do not enter real company names, contact details or payment information.

1. Which kind of support might your business consider for this event?

- ☐ Financial support
- ☐ Products or supplies
- ☐ Staff time or expertise
- ☐ Venue or equipment
- ☐ Promotion
- ☐ Not sure
- ☐ Something else

2. Which event outcome would matter most to your business?

- ☐ Supporting the community
- ☐ Reaching relevant attendees
- ☐ Showing support for arts
- ☐ Involving employees
- ☐ Building a longer relationship
- ☐ Not sure
- ☐ Something else

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3. Which information would you need before deciding whether to explore sponsorship?

- ☐ Event purpose and audience
- ☐ Budget and costs
- ☐ Recognition options
- ☐ Delivery timeline
- ☐ Previous event results
- ☐ Written terms
- ☐ Something else

4. Which kind of recognition would be appropriate for your business to discuss?

- ☐ Name on event materials
- ☐ On-site acknowledgement
- ☐ Digital acknowledgement
- ☐ Staff participation
- ☐ No public recognition
- ☐ Not sure
- ☐ Something else

5. What timing would best fit an initial sponsorship conversation?

- ☐ More than three months before the event
- ☐ One to three months before
- ☐ Within the final month
- ☐ After seeing a detailed proposal
- ☐ Not sure

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6. What would make the opportunity difficult to consider?

- ☐ Unclear audience
- ☐ Unclear costs
- ☐ Short notice
- ☐ Recognition does not fit
- ☐ Limited capacity
- ☐ No major concern
- ☐ Something else

7. What should an organizer clarify before sending a proposal?
