

- The president? CEO? VP? Marketing? Sales? Public Relations?
- Cut of what budget would the funding come from? Who controls this budget? Can you leverage money from other budgets? I.e. show your sponsor how it will meet goals in other departments with allotted budgets.
- Will they be launching any new products or services? what is their marketing plan?
- Who do they do business with? Can you help them improve their business with these other companies?
- What type of sponsorship would they be comfortable with? able to afford? able to leverage? title/category/co-sponsor/supplier?
- Would there be a natural product/service fit? does it make sense?
- Will their target audience be part of the television viewing audience?
- Can they merchandise the event? do they want to?
- Would they have the manpower internally to manage the leveraging of the sponsorship or would they expect you to do it? if yes, will they increase their funding?
- Is the timing of the event in line with their other communication plans? are they too late - should you re-consider for next year?