

4.1 CONSIDER THE CORPORATE EVENT SELECTION CRITERIA

The following corporate event selection criteria questionnaire has been developed specifically for a Canadian national retailer to assist in their event sponsorship selection. It is used on a regular basis by any one of their local dealers/retail outlets and/or their national head office marketing managers to assess the value of incoming sponsorship opportunities.

How to use this questionnaire.

Put on your prospective sponsor hat for a moment and assess your own sponsorship package from their point of view.

- First: determine what the current corporate objectives/priorities are (image, sales, business to business - review Section III).
- Second: evaluate your sponsorship package in light of what you have determined those objectives to be.
- Third: review your package where you feel it may be weak and consider ways to enhance the value.

These are questions that will need to be addressed at one point in time or another prior to your sponsor closing the deal.