

## Important Questions to Ask Your Sponsors

When approaching sponsors, it is a good idea to have a clear understanding of who they are, who they serve, and what they are looking for in a sponsorship opportunity.

To learn more about prospective sponsors, consider asking the following key questions to determine if they are the right fit for the chapter, and if the chapter is the right fit for them and seek to understand their needs:

- What are your goals as a company?
- What is your company's current marketing strategies/goals for the year? And what is your focus?
- Is your company bringing new products/services to the market this year? If so, please provide additional details, product description and expected launch date.
- Is your company looking to expand to new regions of the country?
- Is your company looking for greater brand awareness with existing products?
- What types of foodservice customers/settings is your company targeting (i.e. skilled nursing, acute care, senior living, schools, etc.)
- What does your company value in a partnership, and how do you measure Return on Investment?
- Who is the main decision-maker for your involvement with our chapter, and when is the best time to contact them for annual consideration and inclusion in your marketing budget.

With these questions, your chapter will be able to make more informed decisions that benefit the chapter as well as the sponsors.