Sponsor outreach worksheet

A planning aid, not a promise of sponsor interest. All worked examples are hypothetical.

01 / Build the brief

Event / dates / market / decision and production deadlines

Audience / source / date of evidence / supported brand objective

Rights you control / exclusions / investment range

02 / Qualify a prospect

Brand / category / distribution / business decision-maker and contact

Score 1-5: audience fit / distribution fit / activation readiness / total of 15

Evidence / conflicts / approvals / reason this brand should care now

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03 / Worked example

Criterion	Example score
Audience fit	5 / 5
Local distribution fit	4 / 5
Activation readiness	4 / 5
Total	13 / 15

Fictional prospect: Regional Beverage A. Assumed adult audience overlap, local distribution and staffed activation capability. Validate every assumption before outreach.

04 / First approach

Subject: [Brand objective] at [event]

Hi [name], [Specific verified reason for relevance]. We are planning [event / timing] for [audience supported by evidence]. A [defined right] could support [brand objective]. Would it be useful to compare your priorities with our audience and activation plan? [Name / role / contact]

Your message

05 / Follow-up record

Date / action / response / next step / owner / due date

Honor requests to stop outreach. Move to a proposal after confirming fit, authority, timing and budget.