



# SPONSORSHIP SELF-EVALUATION FORM

Momentum's Sponsorship Self-Evaluation Form is designed to help you look at your sponsorship marketing spend and evaluate if you're getting ROI for your investments. It should take about five (5) minutes to get a clear picture.

List your Top 3 sponsorship contributions and the amounts  
(chambers of commerce, business associations, not-for-profits, etc.)

☐ I don't know - Please e-mail us immediately - [craig@momentumforbusinessgrowth.com](mailto:craig@momentumforbusinessgrowth.com)

1. \_\_\_\_\_ \$ \_\_\_\_\_

2. \_\_\_\_\_ \$ \_\_\_\_\_

3. \_\_\_\_\_ \$ \_\_\_\_\_

What do you expect to get from those three when you write the check? (Check all that apply)

- |  |   |
|--|---|
| <input type="checkbox"/> New Business                      | <input type="checkbox"/> Altruism/Supporting the Organization   |
| <input type="checkbox"/> Introductions                     | <input type="checkbox"/> Tickets to Attend                      |
| <input type="checkbox"/> Special Treatment                 | <input type="checkbox"/> Speaking Roles                         |
| <input type="checkbox"/> Exposure/Being Seen as Supporting | <input type="checkbox"/> Influence Over Organization Activities |

Do these goals reflect your business' overall growth plans? ☐ YES ☐ NO ☐ NOT SURE

Have you gotten these things in return from:	#1	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> NOT SURE
	#2	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> NOT SURE
	#3	<input type="checkbox"/> YES	<input type="checkbox"/> NO	<input type="checkbox"/> NOT SURE

Do you have a person in-house who manages your memberships and sponsorships? ☐ YES ☐ NO

Do you ask the organizations your sponsor for KPIs? ☐ YES ☐ NO

Do you the organizations follow up with you after an event or program? ☐ YES ☐ NO

**Momentum – The Business Growth Agency** acts as an agent for our clients, building relationships with regional business associations and not-for-profits on their behalf to identify opportunities for new business, negotiate better ROI for their involvement and financial contributions, and track results.

If you'd like to discuss how to get better ROI on the \$\$ you're already spending, we'd like to set up a 10-minute Zoom or phone call with you. Scan this form in and send it to [craig@momentumforbusinessgrowth.com](mailto:craig@momentumforbusinessgrowth.com) and we'll respond within 24 hours