



MEMBERSHIP/SPONSORSHIP SELF-EVALUATION

Momentum's Membership and Sponsorship Self-Evaluation is designed to help you look at your marketing spend with business organizations 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 membership and sponsorship investments and the amounts
(chambers of commerce, business associations, not-for-profits, etc.)

I don't know - Please e-mail us immediately - 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? | <input type="checkbox"/> YES | <input type="checkbox"/> NO |
| Do you ask the organizations your sponsor for KPIs? | <input type="checkbox"/> YES | <input type="checkbox"/> NO |
| Do your organizations follow up with you after an event or program? | <input type="checkbox"/> YES | <input type="checkbox"/> 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 and we'll respond within 24 hours