

What Can You Offer Beyond Your Name and Your Logo?

This checklist helps you identify what your organization can offer, understand why some opportunities may be more valuable than others, determine evidence needed, agreement, and approval needed before a sponsorship opportunity is developed.

Complete each step in order. Check a step when its completion statement is true. When you cannot check a step, you have identified work that needs to happen before a sponsorship opportunity moves forward.

In This Checklist

- ☐ Understand Your Audiences and Relationships
- ☐ Decide What You Can Offer
- ☐ Determine What Creates Value

Why You Can Trust This Resource

This checklist draws from Canadian research and our experience helping organizations identify, value, and manage sponsorship opportunities. It helps prevent opportunities from being overlooked or valued before their audiences, evidence, availability, and approvals are understood..

It is a starting point, not a completed inventory or valuation. A facilitated in-service can help the right people reach agreement. An integrated project can turn those decisions into an inventory, valuations and a sponsor-ready opportunity.

AdvanceU 1st Consultants has over 50 years of combined experience and is a BBB Accredited Business with an A+ rating. We help organizations understand their value, make defensible decisions and develop sponsorship opportunities they can deliver.

Contact us if you want to use this resource in your organization.

info@advanceu1st.com



Audience, Assets, and Offer Sponsorship Checklist

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Understand Your Audiences and Relationships

☐ Identify the audiences and communities connected to your work.

Identify the people and groups connected to your organization through membership, programs, services, communications, events and other relationships. Describe the nature of each relationship rather than treating everyone as a general audience.

This step is complete when the organization can identify its relevant audiences and communities and explain how each is connected to its work.

☐ Confirm what you know about them.

Gather current information about who they are, how many people are involved, how they engage, and the nature of their relationship with the organization. Separate what is supported by information from what is assumed or still unknown.

This step is complete when the organization can support its most important audience claims and identify any significant gaps.

☐ Determine what company involvement may be appropriate.

Consider what forms of company involvement audiences and communities may welcome, question, or reject. Identify where permission, consent, or further input would be required.

This step is complete when the organization understands which forms of engagement may be appropriate and which require additional consideration.

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Decide What You Can Offer

☐ **Bring potential sponsorship opportunities together.**

Identify what the organization may be able to offer through its programs, events, communications, expertise, content, relationships, experiences, and spaces. These are examples for consideration, not the structure of the checklist.

This step is complete when the organization has a current inventory that extends beyond name and logo recognition.

☐ **Identify who controls and approves each opportunity.**

Record who manages each item, who can approve its use, and who else must be involved before a proposal is crafted or a commitment is made.

This step is complete when each opportunity has an identified manager, approval path, and any required external permission.

☐ **Confirm what is genuinely available.**

For each opportunity, define what can be offered, including its timing, frequency, quantity, duration and conditions of use. Consider existing commitments, exclusivity, required permissions, delivery costs, and organizational capacity.

This step is complete when each opportunity records what is available, the limits or conditions attached to it and what must be resolved before it can be promised.

☐ **Select the opportunities to assess further.**

From the available inventory, select a manageable group that appears relevant to what the organization wants sponsorship to accomplish and is ready for closer assessment. Record why each opportunity was selected and any questions that remain.

This step is complete when the organization has identified which opportunities will move to value assessment and why.

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Determine What Creates Value

☐ **Connect each opportunity to what a company would value.**

Consider what a company may value about the audience, relationship, experience, expertise, or outcome connected to the opportunity. The value may differ from one company to another and should not be based on exposure alone.

This step is complete when the organization can explain what may make each priority opportunity valuable to the right company and what information supports that view.

☐ **Distinguish stronger opportunities from weaker ones.**

Compare opportunities based on the evidence supporting them, audience relevance, depth of engagement, credibility, distinctiveness, scarcity and potential use. Do not assume that the most visible opportunity is the most valuable.

This step is complete when the organization can explain why some opportunities may carry greater value than others and what supports that judgment.

☐ **Establish the basis for developing an offer.**

Identify the organizational result the opportunity should advance, what a company may receive, what contribution would be required, and what basis should be used for valuation.

This step is complete when the organization has enough clarity to decide whether the opportunity should be developed further.

Once the assessment is complete, classify each opportunity as develop when it is ready for valuation and offer development, hold when information, questions or approvals remain unresolved, or do not advance when it is unsuitable or cannot be delivered.

AI transparency: AdvanceU 1st Consultants developed the framework and guidance in this resource. We used generative AI to help organize the material and support drafting and editing. We refined and approved the final content, the professional judgment, recommendations, and final editorial decisions are ours.