



Legacy Wise Experiences & Partnerships

Sponsor Offer Readiness Checklist

Organizers building a factual sponsor offer and tracking promised benefits.

This pack does not guarantee sponsor revenue, impressions, attendance or sales. It does not establish charitable status or tax deductibility.

Four checks before you proceed

Build a deliverable offer

Define the audience, event or program, dates and benefits you can actually supply. Separate owned channels from placements that require another party's permission. State quantities and approval deadlines. Do not promise exposure merely because a logo can be placed in a draft. The sponsor should understand exactly what is purchased and what conditions apply.

Qualify for fit

Record why the sponsor may fit the audience, the contact role and the specific business objective to discuss. Ask concise questions about audience relevance and approval timing. Avoid a broad pitch listing unrelated services. Track a response as a response, a proposal as a proposal and payment separately. Sponsorship is not counted as collected revenue until payment is verified.

Control assets and approvals

Record the approved logo, destination link, offer terms and person authorized to approve the final placement. Confirm permission to use the assets and test the link or QR destination. Keep sponsor deadlines tied to production dates. If an asset arrives late, discuss the impact rather than silently promise the original placement.

Prove delivery and review renewal

Record each promised benefit, its delivery date and evidence reference. Identify missed or changed benefits and resolve them through the agreed terms. Distinguish delivery evidence from a claimed business result. Share a factual recap and ask what would improve a future placement. Renewal discussions should use documented fulfillment rather than assumed audience response.

Your next step

Open question	Who should answer	Next date

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