



## Sponsor Relationship Checklist

Use this checklist to guide your outreach and build strong, lasting sponsor relationships.

- Define your organization's goals and priorities
- Identify current, past, and potential sponsors
- Research each business before reaching out
- Prepare a clear and specific ask
- Offer multiple ways to get involved
- Reach out personally (email, phone, or in person)
- Schedule an in-person meeting (coffee/chat)
- Share your season plan, schedule, and impact
- Customize opportunities based on sponsor interests
- Provide recognition (website, social, signage, etc.)
- Invite sponsors to games and events
- Deliver a thank-you (plaque, photo, message)
- Keep a record of all sponsor interactions
- Provide receipts/invoices for contributions
- Follow up regularly (not just once per season)
- Revisit past sponsors and maintain relationships

Developed as part of the Sportall Community Sport Resource Library to support volunteers and organizations across Canada.

If this checklist is helpful, feel free to share it with your board members, coaches, and community sport leaders.

Visit [sportall.ca](https://sportall.ca) for more free resources supporting grassroots sport organizations.