

**IAFE – Institute of Fair Management – Sponsorship II Course  
Partner B Sponsorship Fact Finding Questionnaire**

Company: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Email / Phone Number: \_\_\_\_\_

1. Tell me a bit about your company! (That is if you don't know already!)
2. I know you are new to town – its great to meet you! Tell me about you!
3. Have you been to the (Enter name here) Fair? If not, let me tell you about it!
4. So, tell me about your target market or key demographic.
5. What types of Sponsorships are you interested in? Get them talking here!  
(Signage, on-site activation, title sponsorships, etc.)
6. Are you interested in having booth on site for the duration of the Fair? If so, what size?  
(At this time let them know basic Info: Minimum operating hours daily, dos & don'ts)  
What are you planning to do in this booth space?
7. What sponsorships have you had the most success with at other events?
8. What is the budget range you are comfortable spending on a partnership with us?
9. Based on our conversation, I have some ideas for you.... Do you mind if I share them?
10. What is your timeline to review proposals? OR When do you need a proposal by?
11. Best delivery method for proposal?
12. What is the process for approvals for sponsorships?
13. Do you have any questions for me?