



Sponsorship Brainstorm Worksheet

Recruiting organizations, businesses and individuals to become sponsors and supporters can feel daunting or intimidating at first. You might feel like you don't know anyone that would be willing to donate to the club, but chances are you know more people that you think! By talking about what Boilermaker Aquatics means to your athlete, your family, and our community at large you can share about all the good BA is doing in Greater Lafayette and encourage your connections to support that work.

How to use this sheet:

1. Use the space below to think about the businesses, individuals, and organizations you are connected with.
2. Once you've written as many names/businesses you can think of for each section, go back through and rank each section based on how close you are to the person you would speak with.
3. Work your way down the list, starting by contacting the #1 in each box. Then move to #2, etc.

Locally Owned & Operated Businesses	Businesses you frequent or where BA Athletes/Families are a target audience
Business/Organizations Where You know someone in Leadership/Management	Businesses/Organizations your workplace does regular business with