

Grant or sponsorship? A guide for your funding request.

For each question, choose the answer (A or B) that best describes your project and your relationship with the potential funder.

1.	What is the primary purpose of the funds?
A	To directly support a project that seeks to address a specific outcome, serves a community need, advances education, preserves culture, or provides social welfare.
B	To fund an event, team, or program where the funder will receive significant, contractually agreed public recognition or advertising benefits.

2.	What does the funder receive in return for their financial support?
A	A report on the project's outcomes and public acknowledgement of their generosity (e.g., in an annual report, on a donor wall, or some agreed brand promotion). The primary return is seeing their contribution make a difference.
B	A specific set of marketing and promotional benefits, such as logo placement on banners, mentions in media, or naming rights for an event, often detailed in a formal agreement.

3.	How would you describe the relationship with the provider of the funds?
A	The relationship is driven by your organisation's mission, and the funder's primary goal is to support that mission, and the community benefit it creates.
B	It is a mutually beneficial business partnership, where both your organisation and the funder expect to gain measurable value from the collaboration.

4.	Which of these terms best describes your proposal?
A	Donation, social impact, community good, philanthropy, aid.
B	Partnership, marketing, brand visibility, return on investment (ROI), business growth.

How to interpret your answers.

Review your answers to see which category they fit best.

If you answered mostly:	
Your request is likely a GRANT.	
A	A grant is a gift to fund a project. The funder's reward is seeing their money make a difference, not receiving marketing benefits.
Your request is likely a SPONSORSHIP.	
B	A sponsorship is a business exchange: money for marketing and brand exposure. Frame your proposal as a partnership showing their return on investment.