



Corporate Relations Checklist for CSU Faculty and Staff

If you are considering exploring corporate funding and partnership opportunities for a specific project or program, or your work in general, please review the guidelines below to help you determine the feasibility of corporate support. This worksheet will also help you plan an initial strategy for engaging potential corporate partners.

Companies are interested in forming partnerships with universities and supporting academic and research initiatives that help them achieve their business objectives, recruit talent and develop their workforce, support their own R&D, increase brand awareness, and demonstrate corporate social responsibility. When considering soliciting corporate funding or establishing a partnership with a company, determine realistically how a partnership will benefit your potential corporate funder. Your project/partnership opportunity should offer a good return on their investment.

Which of the following benefits can your project, program, or expertise offer a corporate partner/funder (please mark any that apply):

- Inform corporate strategy and/or business operations
- Recruitment/Workforce Development
- Fulfillment of R&D objectives/ Research access/ Product development
- Marketing/ Branding / Product promotion
- Fulfillment of Corporate Social Responsibility (CSR) / Community Giving and Engagement objectives

How will your project help achieve these corporate interests?

What kind of support or partnership are you looking for?

- Research funding
- Commercial research collaboration
- Philanthropic support for a program
- Philanthropic support for students or faculty (scholarships, fellowships)
- Sponsorship
- In-kind donation of products or services

- Internship opportunities for students
- Recruitment
- Other: _____

List companies that you think could be potential prospects and quick points on *why* they could be good prospects.

Relationships are key, especially higher-level corporate connections! What corporate relationships do you have currently? Do you have contacts who can introduce you to someone at a company who may be interested in your project? Perhaps you have former colleagues, friends, or connections you've met at conferences who can provide an inroads for a conversation with your prospective corporate funder. Think carefully about your network and map possible corporate connections:

Interested in corporate research funding or commercial research collaboration?

- Look at the websites of the companies you have listed above as potential prospects, to see if they have any open RFPs.

Interested in philanthropic support for a project/program or students/faculty?

- Look at the websites of the companies you have listed above as potential prospects to review their Corporate Social Responsibility pages or check if they have corporate foundations. Research whether your funding need aligns with their CSR objectives or corporate philanthropy guidelines.

Interested in sponsorship?

- Please review the Sponsorship Toolkit provided by the Office of Corporate Relations for tips and guidelines on securing sponsorship gifts for CSU.

Further support

The CSU Corporate Relations team will be happy to schedule a meeting to discuss further potential corporate engagement and solicitation strategy.

Please email us at G.Lewis@colostate.edu and we will follow up to schedule the meeting.

To discuss the strategy, in addition to providing the answers for the questions above, we will ask you to share about the following project information.

Project Concept

Project snapshot (short overview)

Project goals and objectives

Project timeline

Key planned activities

Project impact

What makes the project unique/competitive from the perspective of a corporate funder?

What kind of engagement or benefits can this project offer to a corporate funder/partner?

Funding need
