

## How to Develop Industry Alliances

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- Start with your existing relationships: which companies and stakeholders are currently supporting your Chapter, and how are they doing so? Keep a record of each partner's support
- Who's missing from this list? Vet and build new prospects in the following ways:
  - Survey and/or ask your chapter members for new company leads. Who do they do business with, and do they have contacts they can share?

### Meeting Invites

Invite industry stakeholders to chapter meetings and events either as attendees or speakers.

### Get them on Board

- Look at foodservice industry magazines and digital publications to see which companies are advertising in them; which companies are coming out with new products or innovations that they want to introduce to the market.
- Research other industry events in your area to see which companies are participating;
- Ask chapter leaders and members to vet new prospects when they attend other food shows or events;
- Ask your existing corporate partners for ideas on new leads

### Maintaining Successful Partnership Relationships

- **Thank partners with a personal, hand-written thank you letter** following the event.
- **Reach out and ask how the partnership went for them;** were they happy with their ROI? If not, how can we improve upon it? What suggestions might they have for the next program?
- **Keep in contact throughout the year** and follow-up with any of their questions and requests in a timely manner.
- **Include partners on relevant communications or send them chapter newsletters** to foster long-term relationships.