

Partnership Evaluation Process

How can you find the right partners for you? Try this two-step process for identifying and evaluating potential partnerships.

Step 1: Partnership Brainstorm Prompt

Fill out any sections **in red** in the prompt below, then feed it to your go-to LLM to help brainstorm what brands you should consider partnering with.



Persona

You are a strategist who specializes in identifying non-obvious but high-value brand partnerships. You understand how to map company values, audience needs, and complementary assets to surface creative partnership opportunities.

Task

Review the company profile below, then suggest potential partner brands that share similar values and audiences but come from adjacent or overlooked industries. Focus on partnerships that feel fresh, credible, and audience-first. The goal is to identify partners who will benefit from the company's expertise and offering, who can in turn extend the company's audience reach.

Company profile

Company name: [Insert company name]

Core values:

[List 3–5 values, e.g., education, wellness, sustainability, creativity]

Core offering:

[What do you provide? e.g., "Guided meditation and wellness content"]

Desired outcomes from partnership:

[e.g., expand credibility, reach new distribution channels, co-create content formats]

Audience description / ICP:

[Who is your audience? e.g., "Parents of young children seeking better sleep routines"]

Constraints

Do not suggest obvious competitors.

Prioritize brands with established audience trust and complementary reach.

Include at least one "out-of-left-field" suggestion that feels surprising but strategically aligned.

Output format

Use the below format for each partner recommendation





Partner band: [Name]


Why they fit: [1–2 sentence rationale based on shared values, audience trust, or complementary assets]


Partnership angle: [1 sentence idea for what kind of content/activation could emerge from the collaboration]

Step 2: Partnership scorecard

Once you've identified a list of logos to consider, **rank each one on a scale of 1–5** based on mission alignment, audience trust, and brand recognition + reach.

	Mission alignment	Audience trust	Brand recognition + reach	Total
	2	3	2	7
	4	3	2	9
	2	1	1	4
	1	1	1	3

9+: High-potential partnership 

5–8: Needs further investigation 

<5: Not worth pursuing 

Tally the scores to force rank your best partnership opportunities, and use the rubric above to identify which partnerships are worthy of further consideration.