BNI Sponsoring Guidelines, at as November 2025

Sponsoring is about expanding a member's network with the right people. When we bring in business owners who show up, contribute and deliver value, everyone benefits.

Many members invite business owners to BNI without expecting them to apply for membership; though many members invite business owners for the **sole purpose** of adding them to a BNI group as a new member, often to fill a much-needed gap in a Contact Sphere.

The Sponsoring Process

1. **Invitation**
   Invite them to a BNI event to experience our culture in action. You can invite them to another chapter where a vacancy might exist for them, if not in your own chapter.
2. **Application Support**
   Guide them through the membership application and interview process. Though you may be endorsing the applicant, the Membership Committee follows a review process and decides on membership.
3. **Onboarding**
   Support them as a new member, even as an informal buddy or mentor. Set them up for success.

Recognition – Sponsor Allocation and Corrections

BNI Best Practice is:

a) Remind your visitor to list you as Sponsor on their application form, even if they apply to another chapter.
b) If your visitor does not apply to BNI straight away, but applies at a late time, the member who first invited them to BNI should still be the sponsor.
c) Sometimes applicants forget who initially invited them to BNI and later put down someone different. Ultimately it is the new member who decides who their Sponsor is.
d) If a query is raised by any member as to sponsorship, we will only change who the sponsoring member is, when we receive it in writing from the person who submitted the application, ie the new member.
e) All Sponsors should be standing alongside the new member when they are being inducted, to recognise their contribution to growing the chapter and the members of that chapter's network
f) All Sponsors should receive a Sponsor ribbon as recognition, when they first Sponsor a new member in.
g) All of this still applies even if you sponsor someone into a chapter different to yours.

BNI Gold Club

Sponsoring six or more members into BNI (globally) qualifies you for the BNI Gold Club. Members receive a Gold Club pin and may be invited to special recognition events, depending on their region.