

## EVENT BENEFITS CHECKLIST

Let's look at this list and see what components are important to help you achieve your business objectives. We can then customize a program to meet your specific needs.

- Radio commercials
- Newspaper advertising
- Television
- Transit (bus and rail) cards
- Metro brochures
- Booth
- Float in parade
- Presence at Opening Ceremonies
- Participation in \_\_\_\_\_
- Volunteer recognition
- Golf classic
- Banners
- Hospitality
  - Customers
  - Clients
  - Staff
  - Employees
- Sampling
- Product sales
- Audio announcements
- On-site signage
- Program guide
- Public relations
- Internet
- Sales promotion
- Database development
- Contests
- Premiums
- Cross-promotion with other sponsors
- Meet other sponsors
- Category exclusivity

Other:

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Based on this discussion, the best partnership would be the \_\_\_\_\_

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Let's walk through that right now to ensure that we have met all your needs.

"Name of Event ... contact information"