

Sponsorship Request Form

Directorate: _____

POC: _____

Phone: _____

Event/Program Name: _____

Date(s): _____

Description

Overview of Event/Program: _____

Demographics

Expected Attendance: _____

Targeted Audience: Age _____ Rank _____

_____ % Men

_____ % Women

Event/Program History

Year Founded: _____

Brief History: _____

Sponsorship Needs

Cash: _____ In-kind: _____

Potential Sponsors: _____

Inappropriate Sponsors: _____

What makes this event/program special or unique? _____

Who is responsible for the event/program? _____

Sponsor benefits (Pre-event promotions: Flyers, posters, direct-mail, table tents, mini events, sweepstakes, banners/signs and On-site: Surveys, sampling, product sales, test drives, newsletter coverage): _____

How will event/program be promoted? _____

Attachments

- Please attach:
- Sponsorship Opportunity Audit
 - Overall Planning Worksheet
 - Setting Goals and Measurements Worksheet
 - Photos of past events (if available)

Return all forms to: _____

Response requested by (date): _____

Submitted by: _____ Date: _____