



JOINT BASE MYER-HENDERSON HALL

Commercial Sponsorship Request Form

When considering sponsorship for your event/program, keep this in mind:

- **Sponsorship requests should be submitted to Marketing on an annual basis** (no later than September 1 for the following year) in order to negotiate the agreement and provide the sponsor adequate opportunity for the maximum Return on Investment (ROI).
- Sponsorship means there is an **equal exchange of value** between the recipient and the sponsor.
- **Be realistic** in your expectations for event/program goals.
- **Sponsorship is not guaranteed; plan your budget to cover all costs.**
- Sponsors care about your event, but they care more about what is in it for them (Return On Investment).

Event/Program Overview

Name of event: _____

Location of event: _____

Date(s) of event: _____

Estimate Number of Attendees: _____

How many times has this event taken place: _____

Target audience: _____

Budget (attach copy): include line items for t-shirts, trophies/awards, refreshments, labor, etc.

Event/Program Goals/Objectives

What is the purpose of this event/program?

List requested sponsorship (how much cash, what kind of product, how many pieces of the product).

Sponsor Benefits What can your event/program offer the sponsor? How can we help the sponsor achieve their sponsorship objectives (equal exchange of value)?

How will the program be promoted?

Pre-event promotions (based on your event budget):

Flyers _____ Banners/Signs _____
Posters _____ E-mail _____
Web Site _____ Table Tents _____
Cross Promotion _____ Other _____ Specify: _____

On-site promotions:

Surveys _____ Sampling _____
Product Sales _____ Food Sales _____
Test Drives _____ Newspaper Coverage _____
Mailing Lists _____ VIP Entertainment _____
Other _____ Specify: _____

Can sponsorship be packaged in separate categories (e.g. stage sponsor, title sponsor, themed area sponsor, etc)? _____

Milestones/Timeline, including last date to secure sponsors:

Points of Contact

Main POC: _____

Work Phone # _____

Cell Phone # _____

Alternate POC: _____

Work Phone # _____

Cell Phone # _____

Notes:
