

## 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? \_\_\_\_\_

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Who is responsible for the event/program? \_\_\_\_\_

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**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): \_\_\_\_\_

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How will event/program be promoted? \_\_\_\_\_

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**Attachments**

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

Return all forms to:

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Response requested by (date): \_\_\_\_\_

Submitted by: \_\_\_\_\_ Date: \_\_\_\_\_