

Before you start building your sponsorship package, gather the information listed below that pertains to your proposal for easy reference. Media is usually the piece that requires some research.

1. **HOSPITALITY** - List the face value of tickets, invitations, or other hospitality items you will include in your sponsorship package. If you do not charge a standard fee for these items, then assign a reasonable value.
 - Event registration face value:
 - Event tickets face value:
 - Access to VIP area or VIP passes face value:
 - VIP pre-party invitation face value:
 - Other hospitality face value:

2. **MEDIA - Website and Social Media**
 - Home page # unique monthly visits:
 - Secondary Pages # unique monthly visits:
 - Social Media # fans/followers:
 - Direct Mail # of recipients:
 - E-mail marketing / newsletters # of e-mail addresses:

3. **MEDIA - Off-Site Promotional Materials** – List the various off-site promotional materials in which a sponsor will be recognized and the # printed and distributed for each.
 - Event posters: # printed/distributed:
 - Rack cards # printed/distributed:
 - Brochures # printed/distributed:
 - Postcards # printed/distributed:
 - Tickets (only if sponsor logo/text) # printed/distributed:
 - Invitations (only if sponsor logo/text) # printed/distributed:
 - Other # printed/distributed:

4. **MEDIA - Purchased or In-Kind Advertising** - List the full value of all the media in which sponsors will be recognized (use full rate-card; do not use a discounted rate). The media companies can provide this.
 - Television Total media value:
 - Print (e.g. magazine, newspaper) Total media value:
 - Radio Total media value:
 - Outdoor/out of home Total media value:
 - Online/digital Total media value:

5. **ON-SITE - Signage and Audience Engagement**
 - How many people attend your event or visit your property?
Participants + Spectators:
 - How many event programs/schedules are printed?
What is the rate card for ads?
 - What is the daily rate card for a booth or sampling opportunity?
(list all that apply)
(Note: If you don't have a rate card established then multiply your audience size by \$.15 as a general guideline.)
 - Other materials that are distributed on-site where sponsors will be recognized.
 - Maps: # distributed:
 - Credentials: # distributed:
 - Drink tickets: # distributed:
 - Event tickets: # distributed:
 - Wrist bands: # distributed:
 - Printed Photo (photo sponsors only): # distributed:
 - Other: # distributed: