

Request for Community Sponsorship

{Name of Your Business} believes in supporting the community that supports us. We do participate in community sponsorships, with preference given to opportunities offering a mutual benefit to our company. Sponsorship selections are based on the following criteria:

- Level of benefit to the greatest number of people in our community.
- Level of advertising benefit to our company.
- Advertising's ability to target our customers or potential customers.
- Availability of funds in our community sponsorship budget. (Generally, budgeting for community sponsorships is done one year in advance.)
- Requests made by our customers.

To be considered for community support in 2007, requests can be submitted at any time, but should be submitted no later than November 30, 2006.

Please complete the following information:

Organization: _____

Contact Person: _____

Day Telephone: _____

Mailing Address: _____

1. Briefly describe the event for which you are seeking support. _____

2. What advertising benefits will this event offer our company? _____

3. If ads are offered, what is/are the size(s) of ads and the cost(s)? _____

(Please make sure to include exact ad dimensions (height and width) in inches. Program books vary greatly in size, and we need to know exact dimensions to send a camera-ready ad. Samples of advertising from previous years such as program books or photocopies of ads are not necessary, but are always welcome.)

4. How many people have attended this event in the past? _____

5. What is your deadline for this reply? _____

6. Will this event benefit a community organization? If so, in what way?

7. Will your organization be interested in having our employees volunteer at this event?

8. Are you or anyone in your organization a customer of our company? (If so, please list names)

9. Additional comments:

Please return this form to {Your company name and address}. Any questions can be directed to {Your company phone number and email}.

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Sample Business Sponsorship Request Form provided by Mustard Seed Marketing. Find more sample small business marketing materials at <http://www.marketing-small-business.net>.