

(Packaging your Property for Sponsors continued)

Summary & Comparison of Sponsorship Packages-Worksheet

| | Official Sponsor | Official Supplier | Event Title Sponsor | Event Cosponsor | Promotional Partner (non sponsor) |
|---|------------------|-------------------|---------------------|-----------------|--------------------------------------|
| Terms | | | | | |
| Property | | | | | |
| Sponsor Status | | | | | |
| Number of Sponsors at that Level | | | | | |
| Contract Term | | | | | |
| Promotional Time Frame | | | | | |
| Renewal Option | | | | | |
| Rights | | | | | |
| Category Exclusivity: | | | | | |
| • Organization-Wide | | | | | |
| • Event(s) | | | | | |
| Royalty-Free Rights to Marks and Logo: | | | | | |
| • Organization | | | | | |
| • Event(s) | | | | | |
| Right to Promote Ticket Offer | | | | | |
| Product Sampling | | | | | |
| On-Site Sales/Concession Rights | | | | | |
| Product Display/Exhibit | | | | | |
| Personal Appearances by Athletes/Artists/Celebrities | | | | | |
| Right to Have Sponsor Rep. or Promo on Stage/Awards Stand | | | | | |
| Company Mascot at Event(s) | | | | | |
| Cosponsorship of an Event (included in package) | | | | | |
| Title of a Proprietary Program, e.g., Special Event/Stage/Program | | | | | |
| Title of an Organization Program | | | | | |
| ID in Event(s) Media Buy | | | | | |
| ID in Organization Media Buy | | | | | |
| Advertising: | | | | | |
| • Organization Publication | | | | | |
| • Event Souvenir Program | | | | | |

Key:
 √=Included in fee
 \$=Additional fee
 †=Right included, but out-of-pocket paid by sponsor
 P=Prorated by number, size, location, etc.
 NFS=Not for sale

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|--|------------------|-------------------|---------------------|-----------------|-----------------------------------|
| Credit in Cosponsor Advertising | | | | | |
| Feature in Organization Publication | | | | | |
| ID in Publication/Collateral Materials: | | | | | |
| • Organization | | | | | |
| • Event(s) | | | | | |
| ID on Merchandise | | | | | |
| Year-Round Signage/ID (number of signs) | | | | | |
| Event(s) Signage/ID (number of banners) | | | | | |
| PA Announcements Per Day at Event(s) | | | | | |
| Exclusive Off-Site Discounted Ticket Sales Outlet | | | | | |
| VIP Package (number of passes) | | | | | |
| Event Ticket Package (number of passes) | | | | | |
| Organization Admission, e.g., Museum Passes | | | | | |
| Corporate Day | | | | | |
| Employee Admission Discount Card | | | | | |
| Access to Mailing List | | | | | |
| Insert in Mailing/Facility Map | | | | | |
| Use of Facility | | | | | |
| Access to Volunteers | | | | | |
| Access to Film Footage, Photo Library | | | | | |
| Press Conference or Release Announcing Sponsorship | | | | | |
| Sponsor Questions in Survey(s) (number of questions) | | | | | |
| Report on Sponsorship Activities | | | | | |
| Participation in Sponsor Workshops | | | | | |
| Discount on Additional Tickets | | | | | |
| Discount on Merchandise (giveaways only) | | | | | |
| Discount on Facility Rental/Food Services | | | | | |
| Entitlement of (specify network) TV Broadcast of Event(s): | | | | | |
| • ID on Opening & Closing Billboards | | | | | |
| • Name Mention in Audio Slogan | | | | | |
| • ID in Commercial Lead-ins | | | | | |
| • ID on Results Graphics | | | | | |
| • Sponsor Rep. On Air through Acknowledgment/Interview/Awards Presentation | | | | | |
| • ID on Results Graphics | | | | | |
| Ads on TV Broadcast | | | | | |

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