Summary & Comparison of Sponsorship Packages—Worksheet

Based on an organization with year-round benefits, e.g., a cause or venue that also produces events, such as a festival, 10K run or exhibition.	Official Sponsor	Official Supplier	Event Title Sponsor	Event Cosponsor	Promotional Partner (non sponsor)
Terms	7		333	2)	
Property	115501				
Sponsor Status					
Number of Sponsors at that Level				i ibra	
Contract Term			17.2		
Promotional Time Frame	300				
Renewal Option	(A)			2.0	0
Rights	19089		1252	0.00	**
Category Exclusivity:		1.00			
Organization-Wide	AND THE RESERVE				
• Event(s)	750				
Royalty-Free Rights to Marks and Logo:	1850				
Organization					
• Event(s)				6:40	
Right to Promote Ticket Offer	*		· · · · ·		***
Product Sampling	-				
On-Site Sales/Concession Rights					3
Product Display/Exhibit	1966	555	****		
Personal Appearances by Athletes/Artists/Celebrities		02-446 -1		* **-	
Right to Have Sponsor Rep. or Promo on Stage/Awards Stand					
Company Mascot at Event(s)		380783			*
Cosponsorship of an Event (included in package)			300		
Title of a Proprietary Program, e.g., Special Event/Stage/Program					
Title of an Organization Program				387 8	
ID in Event(s) Media Buy	20				•
ID in Organization Media Buy	900				
Advertising:					
Organization Publication					
Event Souvenir Program			3 4507/45/79		

Key:

√=Included in fee

S=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 Die Publication/Collateral Materials: • Organization • Event(s) Don Merchandise Year-Round Signage/ID (number of signs) Event(s) 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) Event Ticket Package (number of 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 on Results Graphics • Sponse Rep. On Air through Acknowledgment/Interview/Awards Presentation • ID on Results Graphics Ads on TV Broadcast		Official Sponsor	Official Supplier	Event Title Sponsor	Event Cosponsor	Promotional Partner (non sponsor)
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