



## Preliminary Sponsorship Form

Today's Date: \_\_\_\_\_

**Instructions:** The submission of this Preliminary Sponsorship Form does not guarantee any interested applicant funds from Mall Lobby.com, Inc. nor its database of corporate investors. This form is simply the requested tool needed to provide our potential decision makers the information they need to formulate a strategic marketing involvement. In order to have the participation of our philanthropists please complete the entire form and **fax it back to us at: 240-269-0753**. Thank you and good luck!

### Sponsoree Information (please print clearly)

\_\_\_\_\_

Name

\_\_\_\_\_

Address 1

\_\_\_\_\_

Address 2

\_\_\_\_\_

City

\_\_\_\_\_

State

\_\_\_\_\_

Zip Code

\_\_\_\_\_

Telephone Number

\_\_\_\_\_

Fax Number

\_\_\_\_\_

Website Address

\_\_\_\_\_

E-Mail Address

(All percentages should come to a total of 100%)

**1. Please provide a breakdown in percentages of the age groups that attend your events?**

0-17 \_\_\_\_\_  
18-24 \_\_\_\_\_  
25-34 \_\_\_\_\_  
35-44 \_\_\_\_\_  
45-54 \_\_\_\_\_  
55-64 \_\_\_\_\_  
65 and older \_\_\_\_\_

**2. Please provide a breakdown in percentages which ethnic groups that attend your events?**

African American \_\_\_\_\_  
Asian American \_\_\_\_\_  
Caucasian \_\_\_\_\_  
Latino \_\_\_\_\_  
Hispanic \_\_\_\_\_  
Multi Ethnic \_\_\_\_\_  
Native American \_\_\_\_\_  
Southeast Asian \_\_\_\_\_  
Other \_\_\_\_\_

**3. Please provide a breakdown in percentages of male and female?**

100% Male \_\_\_\_\_  
10% Female, 90% Male \_\_\_\_\_  
20% Female, 80% Male \_\_\_\_\_  
30% Female, 70% Male \_\_\_\_\_  
40% Female, 60% Male \_\_\_\_\_  
50% Female, 50% Male \_\_\_\_\_  
60% Female, 40% Male \_\_\_\_\_  
70% Female, 30% Male \_\_\_\_\_  
80% Female, 20% Male \_\_\_\_\_  
90% Female, 10% Male \_\_\_\_\_  
100% Female \_\_\_\_\_

**4. Please provide a breakdown in percentages of income?**

Child (dependent) \_\_\_\_\_  
Average \_\_\_\_\_  
Well to do \_\_\_\_\_  
Wealthy \_\_\_\_\_

**5. Please provide a breakdown in percentages of your audience in terms of education?**

High school \_\_\_\_\_  
Some college \_\_\_\_\_  
College graduate \_\_\_\_\_  
Advanced degree \_\_\_\_\_

**6. Please provide a breakdown your strongest to weakest areas in audience attendance?**

(For example: explain your strongest to weakest markets from north, south, east, west, midwest, and any international territories you may have visited.)

**7. Please provide a breakdown in your audiences spending patterns?**

(For example: Is your audience big on buying merchandise and memorabilia at your events?)

**8. Please provide a breakdown of your audience in terms of being tech saavy?**

(For example: Would you say they are heavy game console players like PlayStation 2 gamers, cell phone users, and Internet surfers?) **Yes** \_\_\_\_\_

**No** \_\_\_\_\_

**9. How many other sponsors do you currently have?**

1-5 \_\_\_\_\_  
6-10 \_\_\_\_\_  
11-15 \_\_\_\_\_  
16-20 \_\_\_\_\_  
More than 20 \_\_\_\_\_

**10. What percentages of sponsors renew with you?**

0-70% \_\_\_\_\_  
71-80% \_\_\_\_\_  
81-90% \_\_\_\_\_  
91-100% \_\_\_\_\_

**11. Are you a charitable organization that is a qualified 501(c)(3) with a valid U.S. Tax I.D.?**

\_\_\_\_ Yes (Please provide U.S. Tax I.D. number \_\_\_\_\_ )  
\_\_\_\_ No

**12. What is the scope of your sponsorship opportunity?**

Local \_\_\_\_\_  
Regional \_\_\_\_\_  
National \_\_\_\_\_

**13. How many locations does your sponsorship cover?**

Single \_\_\_\_\_  
Multiple \_\_\_\_\_

**14. Date of Events: (If you have multiple events, please enter the date of the first event in Start Date and the date of the last event in End Date)**

\_\_\_\_\_  
Start Date

\_\_\_\_\_  
End Date

**15. What's the term of the proposed sponsorship agreement?**

- One-time event \_\_\_\_\_
- Less than one year \_\_\_\_\_
- One year \_\_\_\_\_
- Multi-year \_\_\_\_\_

**16. Total Attendance at your events?**

- 0 - 5,000 \_\_\_\_\_
- 5,001 - 10,000 \_\_\_\_\_
- 10,001 - 25,000 \_\_\_\_\_
- 25,001 - 50,000 \_\_\_\_\_
- 50,001 - 100,000 \_\_\_\_\_
- 100,001 - 500,000 \_\_\_\_\_
- 500,0001 - 1 million \_\_\_\_\_
- More than 1 million \_\_\_\_\_

**17. Select the metropolitan area(s) associated with your requested sponsorships:**

(circle all of your choices)

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- |                       |                            |                             |
|-----------------------|----------------------------|-----------------------------|
| Albany, NY            | Hartford, CT               | Philadelphia, PA            |
| Atlanta, GA           | Honolulu, HI               | Phoenix, AZ                 |
| Austin, TX            | Houston, TX                | Pittsburgh, PA              |
| Baltimore, MD         | Indianapolis, IN           | Portland, ME                |
| Birmingham, AL        | Jacksonville, FL           | Portland, OR                |
| Boston, MA            | Kalamazoo/Battle Creek, MI | Providence, RI              |
| Buffalo, NY           | Kansas City, MO            | Raleigh-Durham, NC          |
| Charlotte, NC         | Knoxville, TN              | Richmond, VA                |
| Chattanooga, TN       | Lansing, MI                | Rochester, NY               |
| Chicago, IL           | Las Vegas, NV              | Rockford, IL                |
| Cincinnati, OH        | Lexington, KY              | Sacramento, CA              |
| Cleveland, OH         | Lincoln, NE                | Salt Lake City, UT          |
| Colorado Springs, CO  | Little Rock, AR            | San Antonio, TX             |
| Columbus, OH          | Los Angeles, CA            | San Diego, CA               |
| Corpus Christi, TX    | Louisville, KY             | San Francisco / Oakland, CA |
| Dallas-Fort Worth, TX | Madison, WI                | Seattle, WA                 |
| Dayton, OH            | Memphis, TN                | St. Louis, MO               |
| Denver, CO            | Miami-Ft. Lauderdale, FL   | Tallahassee, FL             |
| Des Moines, IA        | Milwaukee, WI              | Tampa – St. Petersburg, FL  |
| Detroit, MI           | Minneapolis, MN            | Toledo, OH                  |
| Eugene, OR            | Nashville, TN              | Topeka, KS                  |
| Flint/Saginaw, MI     | Newark, NJ                 | Tucson, AZ                  |
| Ft. Myers, FL         | New Orleans, LA            | Tulsa, OK                   |
| Fresno, CA            | New York, NY               | Victoria, TX                |
| Gainesville, FL       | Norfolk, VA                | Waco, TX                    |
| Grand Rapids, MI      | Oklahoma City, OK          | Washington, DC              |
| Greensboro, NC        | Omaha, NE                  | Wichita, KS                 |
| Greenville, SC        | Orlando, FL                | Youngstown, OH              |

**Other**

If other, please list locations (city and state) \_\_\_\_\_

\_\_\_\_\_

## **Event Marketing**

Will you offer the sponsor any of the following opportunities? If so, please give an explanation of how.

Promotional Opportunities:                    \_\_\_ Yes    \_\_\_ No

Explain if yes: \_\_\_\_\_

On-Site Marketing:                            \_\_\_ Yes    \_\_\_ No

Explain if yes: \_\_\_\_\_

Product Sampling:                            \_\_\_ Yes    \_\_\_ No

Explain if yes: \_\_\_\_\_

Coupon/Premium Giveaway:                \_\_\_ Yes    \_\_\_ No

Explain if yes: \_\_\_\_\_

Product Placement:                            \_\_\_ Yes    \_\_\_ No

Explain if yes: \_\_\_\_\_

Other Event Marketing Opportunities:        \_\_\_ Yes    \_\_\_ No

Explain if yes: \_\_\_\_\_

## **Marketing Programs**

**Number of uses of customer/event database can be made available to sponsor:**

1    \_\_\_\_\_  
2    \_\_\_\_\_  
3    \_\_\_\_\_  
4    \_\_\_\_\_  
5 or more                                        \_\_\_\_\_

**Number of records in customer/event database:**

0-5,000    \_\_\_\_\_  
5,001-15,000                                    \_\_\_\_\_  
15,001-30,000                                   \_\_\_\_\_  
30,001-50,000                                   \_\_\_\_\_  
More than 50,000                              \_\_\_\_\_

## Media Information

**Print:** Will you allow sponsorship controlled advertisements?    \_\_\_ Yes    \_\_\_ No

**Ad Type:**

black & white        \_\_\_\_\_  
color                    \_\_\_\_\_

**Circulation:**

0-1,000                    \_\_\_\_\_  
1,001-10,000            \_\_\_\_\_  
10,001-25,000          \_\_\_\_\_  
25,000-50,000          \_\_\_\_\_  
More that 50,000        \_\_\_\_\_

**Radio:** Will you allow sponsorship controlled advertisements?    \_\_\_ Yes    \_\_\_ No

Frequency of opportunity type:

Daily                      \_\_\_\_\_  
Weekly                    \_\_\_\_\_  
In-Event                 \_\_\_\_\_  
Other                      \_\_\_\_\_

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Other opportunities: Which of the following inventory types are available for this show?. Please indicate quantity per show where applicable.

Billboards Qty: \_\_\_\_\_  
Features Qty: \_\_\_\_\_  
:30 Seconds Qty: \_\_\_\_\_  
:60 Seconds Qty: \_\_\_\_\_  
Mentions Qty: \_\_\_\_\_

Television Opportunity (provide the following for each)

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**Online:** Please provide the following information about your website:

**Average Page Views Per Month:**

Less that 10,000        \_\_\_\_\_  
10,001-50,000            \_\_\_\_\_  
50,001-100,000         \_\_\_\_\_  
100,001-200,000        \_\_\_\_\_  
200,001-500,000        \_\_\_\_\_  
500,001-1 million        \_\_\_\_\_  
More than 1 million      \_\_\_\_\_

**Unique Visitors Per Month:**

Less that 10,000        \_\_\_\_\_  
10,001-50,000            \_\_\_\_\_  
50,001-100,000         \_\_\_\_\_  
100,001-200,000        \_\_\_\_\_  
200,001-500,000        \_\_\_\_\_  
500,001-1 million        \_\_\_\_\_  
More than 1 million      \_\_\_\_\_

Indicate which online branding opportunities are available:

**Web Banner with link to sponsor website**

Number of placements: \_\_\_\_\_  
Home Page \_\_\_\_\_  
Other Pages \_\_\_\_\_

Describe web banner placements:

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**Sponsorship of content/section**

Number of placements: \_\_\_\_\_  
Home Page \_\_\_\_\_  
Other Pages \_\_\_\_\_

Describe content/section sponsorship opportunity:

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**Venue Signage**

Video Screen Commercial Spot: **Number of spots per event:** \_\_\_\_\_

**Length of Spots:**

:30 seconds \_\_\_\_\_  
:60 seconds \_\_\_\_\_  
Video Screen Exposure \_\_\_\_\_  
Video Screen Feature \_\_\_\_\_  
Video Screen Matrix/PA Announcement \_\_\_\_\_

**Number of announcements:**

Other Video In-Venue Signage \_\_\_\_\_  
Concourse Monitors/Signage \_\_\_\_\_  
Exterior Signage \_\_\_\_\_

Other: \_\_\_\_\_

## **Hospitality Information**

Please indicate all hospitality assets included in your proposal and provide additional information where necessary:

### **Event Tickets Description:**

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Season Number of tickets: \_\_\_\_\_ Number of events: \_\_\_\_\_ Face value: \_\_\_\_\_

Single event Number of tickets: \_\_\_\_\_ Number of events: \_\_\_\_\_ Face value: \_\_\_\_\_

Hospitality Passes \_\_\_\_\_

## **Public Relations Information**

Please select elements included in your public relations plan to promote the sponsorship and provide further description where necessary:

Press Releases/Press Kits (describe)

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Press Conferences/Media Announcements (describe)

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Other: (describe)

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## **Formal Agreement:**

You hereby acknowledge that by submitting your Preliminary Sponsorship Form to us that all of the information contained here within is as accurate and correct as possible. In the event, we are able to acquire sponsorship funding for your organization you are fully aware and fully approve the 15% Agency Fee that we will charge for our services. Any violation or misrepresentation of this agreement will be subject to legal recourse. I have proofread all of the information and wish to proceed.

\_\_\_\_\_  
Authorized Requestor's Signature:

\_\_\_\_\_  
Print your name and Title