



FMWR SPONSORSHIP INFORMATION REQUEST FORM

Today's Date:

Requests should be submitted at least 8-16 weeks in advance
Please Call 586-573-0969 for appt.
To Discuss Sponsorship Possibilities

EVENT/PROGRAM INFORMATION	FMWR MARKETING USE ONLY
<p>Who is in charge of putting this event together and ensuring its success? Name _____ Activity _____ Phone Number(s) _____ This form must be submitted 6-12 weeks prior to event. Larger events requiring sponsorships in excess of \$200 may require More than 12 weeks. Date of this request _____</p>	
Event/Program:	
Estimated Attendance (Range):	
Date of Event/Program:	
Cost of Event/Program:	
Point of Contact:	
Phone Number:	
<p>Please be sure you have addressed the following topics: What, Where, When, Time, Registration location/deadline, cost, eligibility, purpose, theme and point of contact? History of the Event?</p> <p>Why should a sponsor be interested in supporting this event? What Are You Seeking in Sponsorship Cash \$ ___ N/A _____ (detailed description of what cash would be used for) Gift Certificates (Quantity and Dollar Amount)</p> <p><u>Products Desired/Requested (describe):</u> i.e. Bottled Water Other Items (describe) Please be very specific in listing items and number of items. Information can be e-mailed as an attached Word document with a sponsorship request form.</p>	<p><i>Please answer the following questions</i></p> <ul style="list-style-type: none"> <input type="radio"/> Sponsor can be granted "Title Sponsorship" <input type="radio"/> Sponsor can hand out coupons, samples, promotional items and literature at the event <input type="radio"/> Sponsor can participate in event <input type="radio"/> Sponsor will be given booth space at event <input type="radio"/> Sponsor can display banner at event <input type="radio"/> Sponsor can help plan/design event <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>Use Marketing Request form for resources available to support this event</p> </div>
<p>TARGETS OF EVENT (Check all that apply)</p> <ul style="list-style-type: none"> <input type="radio"/> U.S. Military Personnel <input type="radio"/> Department of Defense Civilians <input type="radio"/> Family Members <input type="radio"/> Specific Age Group (state age) _____ <input type="radio"/> General Public (outside installation) <input type="radio"/> Others (specify) _____ <input type="radio"/> _____ 	
Event/Program Information - Attach Word doc if needed	Commercial Sponsorship Suggested:

Call to schedule appointment: FMWR Marketing Division, Bldg 229; Room B-512- MS 603,
U.S. Army Garrison – Detroit Arsenal (586) 573-096 george.l.bournias@us.army.mil