

8.2 Special advertising buy:

print _____
radio _____

8.3 On-site exposure:

banners: _____
P.A. announcements: _____
award presentations: _____
displays: _____
souvenir program: _____
Where else will your logo appear: _____

8.4 Public Relations:

Press conference: _____
Press release: _____

8.5 Merchandise:

What types of products will be sold? _____
Will our company logo appear on them? _____
Can you get merchandise at cost? _____
Do you have access to large quantities? _____

8.6 Cross Promotion:

Are there opportunities to cross promote and involve sponsors/suppliers?
(e.g. do other sponsors have products you could offer as prizes?) _____

8.7 Employee Incentives:

Can you involve your employees in:
organising? _____
promoting? _____
volunteering on-site? _____
can you offer them tickets/VIP passes/merchandise? _____