

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?