

**5. Has the event organiser successfully executed events in the past?**

Yes \_\_\_\_\_ No \_\_\_\_\_

5.1 What other events has he/she organised?

5.2 Are they financially stable?

5.3 How successful were they? (attendance, coverage, community appeal)

**6. Does the event offer title sponsorship or ownership of some element within the overall event?**

Yes \_\_\_\_\_ No \_\_\_\_\_

6.1 What can the event be called?

6.2 If title sponsorship is not available, i.e. "The Company XYZ \_\_\_\_\_", which elements can you "own"? (a VIP tent, a race, a display)?

6.3 Who are the other sponsors? \_\_\_\_\_

6.4 What role will they play?

**7. Does the sponsorship guarantee retail and/or product exclusivity?**

Yes \_\_\_\_\_ No \_\_\_\_\_

7.1 Do any other sponsors fall in the following categories?

(List categories relevant to industry, e.g., banking: RRSP, Home Ownership, Personal Touch Banking, Senior's Plan.)

**8. Does the event allow for promotional extensions and integration opportunities?**

(Note: The original event proposal may not include a lot of promotional extensions/integration opportunities. What you are looking for is a willingness on behalf of the event organiser to be flexible and negotiate on promotional opportunities that you may identify)

Yes \_\_\_\_\_ No \_\_\_\_\_

8.1 In-store promotion:

POP  
contests