

12. Is the event measurable in a quantitative and/or qualitative manner?

Yes _____ No _____

12.1 Will attendance be calculated? _____

12.2 Will publicity be tracked? _____

13. Can you afford to back the "rights fees" with promotional support dollars?

Yes _____ No _____

13.1 Cost of sponsorship: _____

13.2 How much can you spend to promote it from your end? _____

14. Is the timing of the event appropriate according to:

a) other in-store activities? yes ___ no

b) the community calendar of events? yes ___ no ___

14.1 What other promotions do you have in-store at that time? _____

14.2 Will any big events precede your event? _____

14.3 What other community events are running in that time frame? _____

OTHER COMMENTS:

EVALUATION:

How many of the 14 questions were answered by "yes"? _____

If x/14 were yes, then this is a solid event sponsorship opportunity and it should be considered further.

If y/14 were no, then do not consider further.