

ELEMENT	RATIONALE/REMARKS	TIMING	BUDGET
<b>3. SPONSOR SERVICING</b>			
A. Mailing, faxing, couriers, phone, travel, etc.	<ul style="list-style-type: none"> <li>■ communication with each sponsor prior to and after each event</li> <li>■ distribution of event materials (posters, VIP passes, programs, etc.)</li> <li>■ distribution of event follow-up material (clippings, videos, photos, etc.)</li> </ul>		\$2500
B. Event videos	<ul style="list-style-type: none"> <li>■ one per national partner per event</li> <li>■ distributed with event results 2-3 weeks after each event</li> <li>■ approx. cost \$10 each x 5 events x 7 partners</li> </ul>		\$350
<ul style="list-style-type: none"> <li>■ National partners only</li> </ul>			
C. Event photos	<ul style="list-style-type: none"> <li>■ 2 - 5"x7" photos per national partner</li> <li>■ distributed 2-3 weeks after each event</li> <li>■ approx. cost \$5 each x 2 x 5 events x 7 partners</li> </ul>		\$350
<ul style="list-style-type: none"> <li>■ National partners only</li> </ul>			