

School Board - Exhibit –
Application to Request Private Sponsorship for School-Based
Activity/Event

1. For what event / activity are you soliciting private sponsorship?
2. What are the dates of the event / activity?
3. Where will the event / activity be held?
4. In detail, list all costs associated with this event?
 - a. Workers
 - b. Officials
 - c. Utilities
 - d. Custodial
 - e. Merchandise
 - f. Hospitality
5. In detail, estimate all revenues that will be generated from this event?
 - a. Sponsorship
 - b. Ticket sales
 - c. Entry fees
 - d. Concessions
 - e. 50/50
 - f. Other
6. What costs are you hoping to cover through private sponsorship of this event?
7. What level (amount) of sponsorship are you requesting?
8. What will the sponsor receive in exchange for his/her contribution to the event?
9. After the District is reimbursed for all of its costs associated with this event, how will any profit/proceeds be deposited and used?
10. Who will be solicited for sponsorship, and how will you ensure that all in-district parties have an equal opportunity to purchase sponsorship for this event?

Administrative Review and Approval

Evaluation Criteria:

1. Will private sponsorship be necessary to cover the expenses of this event?
2. Is the amount of sponsorship requested appropriate?
3. Are the benefits of sponsorship appropriate and limited in scope and duration?
4. Have all in-district vendors had a fair opportunity to purchase sponsorship?
5. If multiple vendors have agreed to purchase sponsorship at the approved levels, will the sponsorship be awarded to in-district as opposed to an out-of-district vendor?

Request to solicit sponsorship Approved Denied

Level of Sponsorship approved \$_____

APPROVED: September 21, 2011