

KALAMAZOO GAZETTE

KEEP IN TOUCH WITH YOUR COMMUNITY

SPONSORSHIP/CONTRIBUTION REQUEST FORM

Name of business/organization _____

Contact person _____

Address _____

Phone/Fax/E-mail _____

Does your organization subscribe to the Kalamazoo Gazette? Yes ____ No ____

Is the organization 501(c)(3)? Yes ____ No ____

If no, please explain _____

Mission/vision of organization? _____

What percentage of your organization's budget goes to direct service/program services? _____

If your request is for \$2,000 or more, please attach a copy of your non-profit tax designation, an annual report and a current financial statement.

What specifically are you requesting of the Kalamazoo Gazette?

Sole Sponsorship? _____ Co-Sponsorship? _____

Please List Other Sponsors _____

Financial Support? _____ How Much? _____

Advertising Space? _____ How Much? _____

Prizes? _____ Value? _____

Has the Kalamazoo Gazette participated in the past? ____ In what way? _____

How will the donation be used? _____ Who will benefit? _____

What is the total media budget? _____ What are the allocations to other media? _____

When is a response needed from the Kalamazoo Gazette? _____

For events please include the following information:

Event Name: _____

Event Description: _____

Date or Duration of Event: _____

Event Location: _____

Benefit for: _____

Is the event new? ____ Annual Event? ____ How many years? _____

What are the benefits to the Kalamazoo Gazette as a sponsor/contributor?

Signage: _____

Listing in Publicity: _____

Programs: _____

Tickets for pre-event cross-promotions (ticket giveaway contest): _____

Donation to NIE (Newspaper in Education): _____

Program ad: _____

Database access: _____

Booth/table at event: _____

Subscription/Single copy sales at event: _____

Complimentary Tickets: _____

Other: _____

Please feel free to attach additional information to this form.

Please sign and date the form below and return by mail or in person to:

Kalamazoo Gazette
Attention Director of Marketing and Public Relations
401 S. Burdick Street
Kalamazoo, MI 49007

Signature _____

Date _____