



EXPLORE
LICKING COUNTY
FIND YOUR WAY

Sponsorship Request

2019 Season

Explore Licking County (ELC) is actively engaged with the community by awarding sponsorship funds to charitable, non-profit, start-up events and established local events, which are designed to enhance the Licking County experience. Unfortunately, we cannot always meet every request, but a review panel of the Explore Licking County board of directors will thoughtfully and carefully review every request and make determinations based on the request and our available funding. All requests are to be delivered to Explore Licking County no less than sixty (60) days prior to your event for consideration.

The maximum requested amount is \$750.00.



Requester Details

TODAY'S DATE

ORGANIZATION REQUESTING SPONSORSHIP

ADDRESS

ZIP

PHONE

EMAIL

WEBSITE OF ORGANIZATION OR EVENT

SOCIAL MEDIA CHANNELS FOR EVENT / TAGS OR NAME HANDLES

TOTAL FOLLOWERS / ENGAGEMENT STATS FOR SOCIAL MEDIA CHANNELS

Sponsorship Details

NAME OF EVENT

DATE OR RUN DATES

LOCATION ADDRESS

ZIP

IS YOUR ORGANIZATION A REGISTERED NON-PROFIT?

YES NO

WILL ANY / ALL PROCEEDS OF YOUR EVENT BENEFIT A LICKING COUNTY CHARITY?

YES NO

IF YES, PLEASE SPECIFY CHARITY OR DETAILS BELOW:



Sponsorship Details

Contact Information

SPONSORSHIP COORDINATOR

PHONE

EMAIL

MAKE PAYMENT TO

PAYMENT ADDRESS

ZIP

Collateral Opportunities

Logo or Branding Placement

- BANNERS/SINAGE AT EVENT
- T-SHIRTS
- RADIO OR TELEVISION
- EVENT WEBSITE
- POSTER
- OTHER *(please describe)*
- TAGS THROUGH SOCIAL MEDIA
- PRINT AD / PUBLICATIONS
- PLACEMENT ON REGISTRATION FORMS
- LINK TO ELC WEBSITE ON EVENT WEBSITE
- BILLBOARD / ROAD SINAGE

TOTAL PRINTED PIECES
BEFORE EVENT

TOTAL PRINTED PIECES
DURING EVENT

- ELC SPONSOR SPECIFIC AREAS OF THE EVENT
(entertainment, tents, food, awards, etc.)





PURPOSE OF EVENT:
(attach additional pages if needed)

HOW WILL SPONSORSHIP FUNDS BE USED:



Sponsorship Terms

I understand that by completing this request, it is not a guarantee of sponsorship, but a request for consideration by Explore Licking County. I further understand that should funding be made available, my event or organization will be obligated to use only approved Explore Licking County brand assets in any and all advertisement. Once sponsorship is secured, I will be given appropriate links to the official Explore Licking County media tool kit and will use all brand assets based on established brand guidelines provided to you. Sponsorship funding will be dispersed as follows: Fifty percent (50%) of awarded funding will be made available upon approval. The remaining fifty percent (50%) will be dispersed once Explore Licking County has had the opportunity to review and approve all event collateral containing ELC branding. This collateral review will include but is not limited to: printed pieces, digital links to websites and social media channels, radio or television advertisement scripts, and any other marketing collateral listed within this request form. The collateral review must have ELC approval before printing or delivery to the end user. Examples of final printed collateral pieces are to be submitted to ELC when available.

SPONSORSHIP AMOUNT REQUESTED
(the maximum requested amount is \$750)

PRINT NAME

TITLE / ORGANIZATION

SIGNATURE

DATE

TO SUBMIT BY MAIL:
(60 days prior to event)

Explore Licking County
Attn: Dan Moder (Sponsorship)
5 South 3rd St.
Newark, OH 43055

TO SUBMIT BY EMAIL:
(60 days prior to event)

dan@explorelc.org

