



FMWR SPONSORSHIP INFORMATION REQUEST FORM

Today's Date: / /

**Requests should be submitted at
least 8-12 weeks in advance**

Please Call 586-282-0969 for appt.
To Discuss Sponsorship Possibilities

EVENT/PROGRAM INFORMATION	FMWR MARKETING USE ONLY	
Who is in charge of putting this event together and ensuring its success? Name _____ Activity _____ Phone Number(s) _____ This form must be submitted 8-12 weeks prior to event. Larger events requiring sponsorships in excess of \$200 may require More than 12 weeks. Date of this request _____		
Event/Program: Estimated Attendance (Range):		
Date of Event/Program:		
Cost of Event/Program:		
Point of Contact:		
Phone Number (office and cell)		
<p>Please be sure you have addressed the following topics: What, Where, When, Time, Registration location/deadline, cost, eligibility, purpose, theme and point of contact? History of the Event?</p> <p>Why should a sponsor be interested in supporting this event? What Are You Seeking in Sponsorship Cash \$ __ N/A _____ (detailed description of what cash would be used for) Gift Certificates (Quantity and Dollar Amount)</p> <p><u>Products Desired/Requested (describe):</u> i.e. Bottled Water Other Items (describe) Please be very specific in listing items and number of items. Information can be e-mailed as an attached Word document with a sponsorship request form.</p>	<p>Please answer the following questions</p> <ul style="list-style-type: none"> ○ Sponsor can be granted "Title Sponsorship" ○ Sponsor can hand out coupons, samples, promotional items and literature at the event ○ Sponsor can participate in event ○ Sponsor will be given booth space at event ○ Sponsor can display banner at event ○ Sponsor can help plan/design event <div style="border: 1px solid black; padding: 5px; width: fit-content;"> <p>Use Marketing Request form for resources available to support this event</p> </div>	
<p>TARGETS OF EVENT (Check all that apply)</p> <ul style="list-style-type: none"> ○ U.S. Military Personnel ○ Department of Defense Civilians ○ Family Members ○ Specific Age Group (state age) _____ ○ General Public (outside installation) ○ Others (specify) ○ _____ 		
Event/Program Information - Attach Word doc if needed	Commercial Sponsorship Suggested:	

Call to schedule appointment: FMWR Marketing Division, Bldg 229; RB-512- MS 603,
 U.S. Army Garrison – Detroit Arsenal (586) 282-0969 george.l.bournias@us.army.mil