

6. Describe the ways your event or program will benefit the community.
(List any beneficiaries and donations given.)

7. Will you be purchasing media? Please list any newspaper, radio and television budget and allocations.

8. Please list other media partnerships, if any.

9. List the ways The Sacramento Bee would be recognized as a sponsor.
Include the quantity of printed pieces and extent of media placements.

10. Provide desired results of event, including projected attendance, funds raised and targeted demographic profile of participants.

I certify that the information on this application is correct and authorize The Sacramento Bee to consider sponsoring the described event.

X _____

Applications must be accompanied by the following:

- Event/Program Marketing Plan, including a timetable and budget
- Board of Directors/Planning Committee Chairs list
- Publicity clippings and overview from previous year
- Printed materials from previous year
- Evaluation of any previous events sponsored by The Bee

Executive Director signature _____

Primary Contact signature _____

Please detach and send completed application and attachments by November 19, 2004 to:

Mailing Address
Public Affairs Manager
The Sacramento Bee
P.O. Box 15779
Sacramento, CA 95852

Delivery address:
Public Affairs Manager
The Sacramento Bee
2100 Q Street
Sacramento, CA 95816

The Sacramento Bee Public Affairs Department
P.O. Box 15779 • Sacramento, California 95852
(916) 321-1880
www.sacbee.com/outreach

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Sponsorship Program

The Sacramento Bee is committed to enhancing life in the Sacramento region through an ongoing investment of financial, material and human resources to address the needs of the community.

The Sacramento Bee, on behalf of the newspaper and Web sites, commits our efforts and expertise toward events, programs and properties that will positively impact the community and generate high visibility for the company. We focus on programs that are logical extensions of our mission to be the region's leading provider of news and information.

The Sacramento Bee will evaluate event, property and programs sponsorships utilizing the following criteria:

- ◆ Further The Bee's charitable interests in the areas of the Arts, Children at Risk, Diversity, the Environment and Literacy. We will also consider sponsorship requests that benefit other areas
- ◆ Enhance the quality of life in the Sacramento region
- ◆ Address specific community needs and impact a broad spectrum of the community
- ◆ Have the potential to increase readership, circulation, Web site page views, and advertising revenue
- ◆ Reach The Bee's targeted, demographic groups
- ◆ Provide visibility for The Sacramento Bee and its products
- ◆ Not compromise the newspaper's journalistic integrity or independence
- ◆ Show a demonstrated record of producing a successful event/program and generating an audience

Event Sponsorship Request: Priority consideration will be given to events that offer the following opportunities for The Sacramento Bee:

- ◆ Print and online sponsor exclusivity
- ◆ Opportunities to sell or place our products in the hands of your audience
- ◆ A prominent space for 20'x20' booth/tent or display and an additional 10'x10' prominent space for our inflatable newsstand. Both should have electrical connections. Internet connectivity for the booth is desired. Booth area should be supplied with tables and chairs.
- ◆ The Sacramento Bee would like the opportunity to participate in any high-profile contests run by the event organizers or a collective group of event sponsors.

Event Sponsorship Requirements

Event organizers will be asked to adhere to sponsorship guidelines, which will be provided by the Public Affairs Department upon contracting of sponsorship.

Event organizers will be asked to evaluate the success of the sponsorship with The Bee at the conclusion of the event and The Bee will use the evaluation to determine future sponsorships.

Applications must be submitted by **November 19, 2004** for the 2005 calendar year. Notification of sponsorship approval or denial will be sent in January 2005. You may also apply during the year for secondary consideration. These applications must be submitted three months prior to the event, and selection will be based on The Bee's budget and in-kind availability.

For additional questions, please contact
The Bee's Public Affairs Department
Phone: (916) 321-1880
E-mail: outreach@sacbee.com
www.sacbee.com/outreach

Application

Please complete the following information. Attach additional sheets if needed.
Use one application per program

Event name _____

Event representative _____

Name of producing organization _____

Name of non-profit beneficiary _____

Address _____ City _____

State _____ Zip _____ Phone _____ Email _____

Date and time of event or program _____

Location and address of event or program site _____

1. Describe the event or program and provide details of its purpose.
2. Provide ticket information (price, discounts, etc.).
3. Provide a history of the event.
4. Provide results of the event from previous years (attendance, gross revenue, net gain).
5. List specific sponsorship services you are requesting, and include applicable timelines.

Creating a lasting imprint, felt today and for years to come.