



U.S. Bank Sponsorship Data Sheet

In order for U.S. Bank to properly analyze your request, please provide the following information and submit this document along with your proposal.

Property Name		
Property Website		
Contact Name		
Contact Phone		
Contact Email		
Are you currently a U.S. Bank customer?		
If so, who is your account officer?		
Name of Event Producer if different from Organization submitting request		
Event Date(s)		
Event Location (City, State)		
Event Attendance (Please select one)	Actual	Estimated
How many total sponsors does your event have?		
How many other financial institution sponsors does your event have?		
Please list all current sponsors		

MEDIA		Full Page	1/2 Page	1/4 Page	Listing of name or logo	Circulation or gross impressions
Print						
Magazine Ad						
Newspaper Ad						
Program Ad						
Playbill Ad						
Brochures						
Site Map						
Other print (Please define)						
Radio						
Station(s) (Please list and provide GRPs)						
Inventory, please select all that apply -						
Dedicated U.S. Bank Ad (Yes/No)						
Mention in Event Ad (Yes/No)						
Number of ads	:30	:15	:10			
Feature? (Yes/No)						
If yes, describe						
Television						
Station(s)						
Inventory, please select all that apply						
Dedicated U.S. Bank Ad (Yes/No)						
Mention in Event Ad (Yes/No)						
Number of ads	:60	:30	:15			
Feature? (Yes/No)						
If yes, describe						
Web, please select all that apply						
Banner Ad w/link						
Name or logo/link						
Feature? (Yes/No)						
If yes, describe						
Number of pages on which ad will appear						
Number of unique visitors to site annually						

ON-SITE PRESENCE**Signage****Type of Signage**

Dedicated U.S. Bank Banner
 U.S. Bank Logo on Event Banner
 U.S. Bank Logo on Directional Signs

Number Size

Number Size Frequency Duration

Scoreboard Sign- fixed
 Scoreboard Sign - rotating
 LED Sign/feature
 Scorers Table Sign
 Rotating field level
 Fixed fascia
 Dasher board
 In-ice
 Concourse
 Other signage - please define

P.A. Announcements

Total Number of Announcements

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Please specify breakdown of announcements by frequency and duration

Hourly Daily Other

Frequency

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:10 :15 Other

Duration

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On-site Booth-Display Space

Size of booth
 Value - how much do you charge for display space?
 Location of booth

HOSPITALITY

Suite
 Suite Night
 Tickets
 1
 2
 3
 Parking
 Other hospitality - please define and provide value

Face Value Number

Face Value Number

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MISCELLANEOUS BENEFITS

Billboards
 Bus tails
 Merchandise - Please describe

Number of Impressions

Number of Units:

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Retail Value per Unit

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DEMOGRAPHIC INFORMATION**Category**

% of Audience

Gender

Male
 Female

Income

Under \$25,000
 \$26 - \$50,000
 \$51 - \$75,000
 \$76 - \$100,000
 \$101 - \$150,000
 over \$151,000

Age

Under 12
 13-18
 19-24
 25-55
 over 56

Ethnicity

Caucasian
 African-American
 Hispanic
 Asian
 Other
