



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

	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			
<i>Please specify breakdown of announcements by frequency and duration</i>			
Frequency	Hourly	Daily	Other
	:10	:15	Other
Duration			

On-site Booth-Display Space

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

HOSPITALITY

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

MISCELLANEOUS BENEFITS

	Number of Impressions
Billboards	
Bus tails	
Merchandise - Please describe	
	Number of Units:
	Retail Value per Unit

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	