

COLORADO LOTTERY CO-OP PRINT ADVERTISING REQUEST FORM



The Colorado Lottery is pleased to offer a Co-Op Advertising Sponsorship to its proceeds partners. The value of this sponsorship is \$2,500 and includes the professional design of a black and white ad along with the management of the insertion process (routing, reviewing, editing and trafficking).

The sponsorship includes the coordination of this one-time placement in a publication of the community's choice with an ad value of up to \$1,500 for larger markets (Denver, Boulder, Colorado Springs) and \$600 for smaller publication markets. If the ad exceeds the amount identified for each market (\$1,500 large, \$600 small), the community will need to identify a less expensive publication or ad size/placement of the insertion.

To participate in the Co-op Advertising Sponsorship, please complete the following:

Agency Name: _____

Contact Name: _____

E-mail address: _____

Telephone: _____

Street Address or P.O. Box: _____

City, Zip Code: _____

Please provide information about the event, as you would like it to appear in the ad:

Name of Event: _____

Date: _____

Time: _____

Location of event/Directions to site: _____

Cost: _____

Details of the event: _____

Telephone number or website for more information: _____

Newspaper or Publication you would like the ad placed: _____

Date(s) for ad to run: _____

Logos to include in ad (please send via email in .ai format): _____

Please plan ahead. Completed form and logos must be submitted 6 weeks prior to requested ad run date.

In exchange for this advertising sponsorship valued at \$2,500, the Lottery asks that you promote the Lottery and "Where the Money Goes" at your community event in the following ways:

Inclusion of the Lottery-provided logo on:

- Event flyers
- Brochures
- Social Media
- Banners
- Website

- Mention of the Lottery and "Where the Money Goes" in news releases with copy provided by the Lottery
- Mentions of the Lottery and "Where the Money Goes" on social media
- Display of Lottery banner at the event (provided by the Lottery)
- Banner can also be displayed at additional community events and programs

As part of the sponsorship, proceeds recipients agree to provide a wrap-up report demonstrating how they have met the requirements of this agreement within 2 weeks of the completion of the event.

Return this form to Brooke Christopher via email to brooke.christopher@state.co.us or call Brooke Christopher at 303-759-6846 with any questions.