



## Charlotte Bobcats Appearance Request Form

### **Policies for Appearance Requests:**

The Charlotte Bobcats organization is committed to being involved in the Charlotte community and working collaboratively with groups and organizations that desire to make a positive impact in the Charlotte area. An opportunity to involve the Charlotte Bobcats with the work of other community groups is something that we value, and as a result, we will make every effort to support as many requests as possible.

To ensure the best experience for the Bobcats and the organizations we support, we are committed to quality events that are well planned and executed and also touch the lives of people in the community, especially youth.

### Guidelines for Securing an Appearance

- Requests must be received in writing at least 8 weeks prior to the event date. We will make every effort to review your request and provide a response at least four weeks prior to your event.
- Requests must be submitted using the Charlotte Bobcats Appearance Request Form.
- Due to the volume of requests, appearances are limited to one request per organization annually.
- Primarily, speaking and appearance requests are limited to organizations within the Charlotte area.
- Upon receipt of the Bobcats Appearance Request Form, you will receive an e-mail or telephone confirmation that your request has been received and an estimated timeframe when we will reply. Due to the volume of inquiries received, we ask that no phone calls be placed to inquire about the status of your request.
- If the form is incomplete, we will notify you via e-mail that additional information is needed. You will need to resubmit your request, and it will be placed in the order in which it was received after being resubmitted.
- If appropriate, we may ask your organization to provide a media plan which we will share with our public relations staff to ensure the greatest level of exposure for both organizations.



- If we confirm a player or Bobcats representative is able to attend your event, and there is a change in the date for any reason, we cannot guarantee that we will be able to accommodate the new date. If any changes occur after the date has been confirmed, we ask that you notify us as soon as possible.
- If for any reason we need to cancel an appearance, we will do our best to offer a strong alternate speaker to ensure the success of your event. We will notify your organization as soon as we are aware of an unavoidable conflict.

#### Availability

- We reserve the right to suggest an alternate speaker if the speaker you desire is not available or if we believe that another Bobcats representative would be more appropriate for the event.
- You will be notified via email or telephone of your request's status.
- Player, coach and general manager availability is limited during the months of October through April. Players and coaches are not available to speak or make appearances on game days.

#### After You Receive Confirmation

- A representative from our organization will contact you by phone to discuss the event in more detail.
- We will need to confirm any A.V. requirements, if necessary, for speaker/Bobcats representative. Any A.V. needs (projector, screen, wireless mics) and associated costs will be the responsibility of the host organization.
- If artwork is required (photos, team logo, etc.) for marketing purposes, you will need to notify us regarding approved use of name and logo, deadline dates and other design specifications.
- We will need to receive an information packet from your organization to provide the Bobcat representative with. To aid in his/her preparation, we ask that you provide the following information (where appropriate): event invitation, organization background, board of directors, name of the person who will introduce the speaker, names of other speakers, directions to the event, event timeline, and the name and phone number of the contact person.



Following the Event

- We request a copy of any photos (preferably digital) featuring the Bobcats representative attending your event.
- We request permission to post the photos on our website, [www.bobcatsbasketball.com](http://www.bobcatsbasketball.com).





Event Sponsor(s)/Underwriter(s): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Audience Size: \_\_\_\_\_ Age Range: \_\_\_\_\_

Recommended Attire: \_\_\_\_\_

Media Invited to Attend Event? \_\_\_\_\_

Do you have a marketing plan to promote the event? If yes, please include it with your request.

Please provide directions to the event from the Charlotte Bobcats Arena, 333 East Trade Street, Charlotte, NC:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Approximate Drive Time: \_\_\_\_\_

**Please return completed form and all requested supporting information to:**

**Kimberly Beal  
Community Relations Department  
Charlotte Bobcats  
333 East Trade Street  
Charlotte, NC 28204  
Fax: (704) 688-8733**