

**CBC MANITOBA**  
**REQUEST FOR SPONSORSHIP FORM**



Thank you for your interest in a CBC sponsorship for your community event. Please complete this form and return it at least 12 weeks prior to the date of your event.

Special consideration is given to events and organizations that represent diverse communities; grassroots and high-performance sport; education; and local business interest groups and entrepreneurship programs.

*Note: To be eligible, organizations must have a permanent office in Canada, be non-political, and be registered as a non-profit or have charitable status. CBC sponsorship support is subject to availability. CBC does not provide cash for sponsorships.*

**Date of Submission:**

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**Sponsorship Request for:** CBC News Winnipeg | CBC Radio One | (if both, please circle both)

**SECTION A: CONTACT INFORMATION**

Name of Organization:

Address:

Telephone/Fax:

Website:

Main Contact/Event Organizer:

Telephone:

E-mail:

Charitable Registration No. or GST / HST No.:

Describe your organization's mission including objectives and brief summary of recent accomplishments:

**SECTION B: EVENT DETAILS**

Event Date:

Event Name:

Event Location/Venue:

Event time:

Provide summary description of your event along with current goals/targets you hope to achieve.

Also include background information on the following:

- Target audience (Who are your marketing efforts aimed towards?):
- Estimated attendance:
- What is the primary demographic of your audience currently, and what are their lifestyle habits?
  
- Fee of admission (if free, please state):



- Indicate methods of payment that are accepted (i.e., phone, mail, in person, online.) note: If this event is free, but registration is still required, indicate RSVP method:

List all sponsors, including companies and media outlets (radio, television and print), that are involved with your event:

Has CBC sponsored your event previously? If so, please indicate when and sponsorship details:

### **SECTION C: SPONSORSHIP BENEFITS AND REQUESTS**

We propose to offer the following benefits package to CBC Manitoba in recognition of its sponsorship of this event (please include any unique opportunities to reach your audience):

We are seeking specific promotion of our event from CBC Manitoba in the following ways:

Submit completed forms to the attention of:

Lindsay MacKenzie, Senior Communications Officer  
Communications, Marketing & Brand - CBC Manitoba  
541 Portage Avenue  
Winnipeg, Manitoba  
R3B 2G16

Fax: 204-788-3104

Email: [Lindsay.mackenzie@cbc.ca](mailto:Lindsay.mackenzie@cbc.ca)

### **FOR CBC INTERNAL OFFICE USE ONLY**

Decision: Approved | Declined |

Additional follow-up:

Evaluation: