**SAMPLE**

**NON GIFT-ELIGIBLE EVENT/ACTIVITY BROCHURE**

**SPONSORSHIP OPPORTUNITIES**

[Event/Activity Name]

[Event/Activity Date]

[Event/Activity Location]

[Area of the University benefitted by the Event/Activity]

**HIGHEST SPONSOR LEVEL**

$6,500

* Your name in all radio and billboard advertisements
* One 10X10 exhibit table
* Your banner displayed in reception area
* Name or logo on event/activity signage
* Name or logo in event/activity audio-visual elements
* Dinner seating for 20 guests (2 tables)

**SECOND HIGHEST SPONSOR LEVEL**

$3,000

* One 10X10 exhibit table
* Your banner displayed in reception area
* Name or logo in event/activity audio-visual elements
* Dinner seating for 10 guests (1 table)

**THIRD HIGHEST SPONSOR LEVEL**

$1,500

* Your banner displayed in reception area
* Name or logo on event/activity signage
* Dinner seating for 5 guests (1/2 table)

**SAMPLE**

**NON GIFT-ELIGIBLE EVENT/ACTIVITY**

**EVENT/ACTIVITY SPONSORSHIP CONFIRMATION FORM**

**[EVENT/ACTIVITY NAME] Sponsorship Confirmation Form**

Sponsor name (as it should appear on printed materials)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact name

Contact title

Address

City State ZIP

Email

Phone \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Company website

# We are proud to sponsor [EVENT/ACTIVITY NAME] with our gift of:

(See sponsor brochure for detail of benefits)

Highest Sponsor—$6,500 Second Highest Sponsor—$3,000

Third Highest Sponsor—$1,500

# Payment options: (Consider this form an invoice)

Bill me

Check enclosed (payable to the Regents of the University of Minnesota).

If you want to pay by credit card select the Bill me option.

# Please complete this form and return it to:

University of Minnesota

ADDRESS [EVENT/ACTIVITY NAME]

Minneapolis, MN 55486-0266 [CHARTFIELD STRING #]

**SAMPLE**

**NON GIFT-ELIGIBLE EVENT/ACTIVITY**

**SPONSORSHIP OPPORTUNITIES RETURN BENEFITS WORKSHEET**

(for internal use only)

|  |  |  |
| --- | --- | --- |
| **SPONSORSHIP BENEFITS** | **FAIR MARKET VALUE** | **NOTES** |
|  |  |  |
| **HIGHEST SPONSOR** $6,500 |  |  |
| Name in all radio and billboard advertisements | $2,500 | Advertising considered non gift-eligible return benefit. |
| One 10X10 exhibit table | $750 | Exhibit space considered non gift-eligible return benefit. |
| Banner displayed in reception area | $750 | Sponsor banner considered non gift-eligible return benefit. |
| Name or logo on the event/activity website with a link to a non-promotional company site | $500 | Name and/or logo recognition are not considered taxable benefits |
| Name or logo on event/activity signage | $500 | Name and/or logo recognition are not considered taxable benefits |
| Name or logo in event/activity audio-visual elements | $500 | Name and/or logo recognition are not considered taxable benefits |
| Dinner seating for 20 guests (2 tables) | $1,000 | $50 per person x 20 = $1,000. $50 is based on $50 dinner (salad, entrée, dessert, and beverage) for 20. |
| **Total Fair Market Value** | **$6,500** | **Sponsorship level is $6,500. Fair Market Value is $6,500.** |
|  |  |  |
| **SECOND HIGHEST SPONSOR** $3,000 |  |  |
| One 10X10 exhibit table | $750 | Exhibit space considered non gift-eligible return benefit. |
| Banner displayed in reception area | $750 | Sponsor banner considered non gift-eligible return benefit. |
| Name or logo on event/activity signage | $500 | Name and/or logo recognition are not considered taxable benefits |
| Name or logo in event/activity audio-visual elements | $500 | Name and/or logo recognition are not considered taxable benefits |
| Dinner seating for 10 guests (1 table) | $500 | $50 per person x 10 = $500. $50 is based on $50 dinner (salad, entrée, dessert, and beverage) for 10. |
| **Total Fair Market Value** | **$3,000** | **Sponsorship level is $3,000. Fair Market Value is $3,000.** |
|  |  |  |
| **THIRD HIGHEST SPONSOR** $1,500 |  |  |
| Banner displayed in reception area | $750 | Sponsor banner considered non gift-eligible return benefit. |
| Name or logo on event/activity signage | $500 | Name and/or logo recognition are not considered taxable benefits |
| Dinner seating for 5 guests (1/2 table) | $250 | $50 per person x 5 = $250. $50 is based on $50 dinner (salad, entrée, dessert, and beverage) for 5. |
| **Total Fair Market Value** | **$1,500** | **Sponsorship level is $1,500. Fair Market Value is $1,500.** |