



## **EVENT SPONSORSHIP PROGRAM**

*Out Front Colorado*, the oldest and largest GLBT bi weekly newspaper in the Rocky Mountain region, is committed to enhancing life in Colorado's GLBT community through ongoing sponsorship investment. On behalf of our newspaper and Web site, we commit our effort and expertise to events, programs and properties that will positively impact the GLBT community and generate high visibility for the sponsored organization.

Our focus is on programs that are logical extensions of our own mission – to be the area's leading provider of news and information to the GLBT community and beyond. We seek to encourage brand loyalty and brand equity. We look for ways to send a message to the GLBT community before, during and after events that allow us to keep our finger on the pulse of the community through advertising, public relations and cross promotion.

Our goal is to reach target markets through events that provide educational, entertainment or cultural experiences that are relevant and important to our readers. It is also important for us to be involved with opportunities that allow our staff to interact face-to-face with active participants.

Please review the information below prior to sending in your request. If you have any questions, please call Lynette Elliott, Advertising Sales Manager, at 303-778-7900, ext. 14.

Our publication has set aside funds for in-kind donations for the year, including print and online advertising. Once this amount is exhausted, no further event sponsorships will be accepted. The rate card in use at the time of the event sponsorship will be used to determine funding availability.

We regret that choices must be made as to what we are able to sponsor. We would like to sponsor all events that benefit the community, but budgets do not permit that. Please provide Lynette Elliott with a written proposal no later than February 15th in order to be considered for a sponsorship during that year. You may submit proposals prior to the event year. All proposals received after the February 15th deadline will not be evaluated or considered.

### ***Event Sponsorship Requirements and Priority Evaluation Criteria:***

- \* Event must guarantee print and online sponsor exclusivity to *Out Front Colorado* for the GLBT market.
- \* Event must offer opportunities to place our products in the hands of your audience.

- \* Booth space must be offered or available. Booth space should have electrical connections and be supplied with tables and chairs.
- \* Event must further *Out Front Colorado's* charitable interests in the areas of GLBT issues.
- \* Event must have the potential to increase readership, circulation, Web site page views and advertising revenue.
- \* Event must reach *Out Front Colorado's* targeted demographic groups.
- \* Event must provide visibility to *Out Front Colorado*.
- \* Event must show a demonstrated record of producing a successful event/program and generating an audience.
- \* A current *Out Front Colorado* logo must appear on ALL advertising, promotions and public relations materials for the event. This includes, but is not limited to: Web sites, online listings or banners, posters, T-shirts, broadcast media and any other printed handout or promotional items, regardless of where they appear. The logo must be readable by those viewing it and may not be altered without permission.
- \* If your event has donation levels to gauge the size or prominence of sponsor logos, *Out Front Colorado's* current rate card will determine the value of advertising donated by us.
- \* *Out Front Colorado's* agreement to sponsor an event does not guarantee editorial coverage. We encourage promoters to send in press releases to our editorial department 90 days prior to event.
- \* All sponsorship ads must be provided camera-ready to *Out Front Colorado*. The publisher shall make the final decision on what is deemed appropriate.
- \* All *Out Front Colorado* sponsorships are formalized with Letters of Agreement, which are generated by us and co-signed by the producer.

Please outline any/all of the above that will be included in the sponsorship for *Out Front Colorado* as well as all that the event wishes to receive from *Out Front Colorado* in return. Be as specific as possible – i.e. size of ads, amount of times the ads will run, online presence, street team promotion and any other details.