*Virtual Event Survival Guide: Plan, Build, and Host Successful Online Events (Chappell/Spicer)*

# Sponsor Checklist

Customize this sponsor checklist to build a *Sponsor Information Request* to provide you with all the information you need to include sponsor branding in your virtual event. Send one *Sponsor Information Request* document to the key contact of each sponsoring company.

## General Elements

* Deadline for return of Sponsor Information Request
* Company name (used in marketing and navigation)
* Company logo (vector format)
* Company slogan/tag line
* Key contact name
* Key contact email address
* Key contact cell phone number

## Internal (Do Not Send to Sponsor)

* Branding locations
* Sponsor added to emails
* Payment/billing information submitted

## Other

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