

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

- _____
- _____
- _____
- _____
- _____
- _____