



Sponsorship Application

Submit to:

Sponsorship Committee

Marketing Department

P.O. Box 9199

Ogden, UT 84409

or

Fax: (801) 778-8452

or

Drop by any America First branch

Cash amount requested:

Deadline for funding:

Federal Taxpayer ID # (must be included for consideration of your request):

Describe specifically how funds will be used:

Organizational information

Name of organization:

Type of organization: Non-profit (501(c) 3? Yes No) For-profit Association/Club
 Civic organization School Foundation Other _____

Contact name:

Position:

Address:

City:

State:

Zip:

Phone:

Fax:

Email address:

Overview of organization (limited to 100 words). If your organization has a brochure of two pages or less, please attach it.

Organization's relationship with America First Credit Union:

If your organization is not taking advantage of America First Credit Union Business and Organizational Account Services, would you like a representative contact you with further information? Yes No (This will not affect the consideration of your request.)

Project/Initiative/Event information

Name of event:

What best describes the type of event? One-day event Multi-day event Ongoing event
 Social project Seminar Golf tournament Other _____

Date(s) of event:

Time(s) of event:

Event organizer/manager:

Target audience: Youth Teens Adults Small businesses Women Men
 Family Community Other _____

Expected attendance:

Event location:

Address:

City:

State:

Zip:

Overview of the event (100-word maximum):

Do you have research or results to demonstrate the effectiveness of past events? Yes No
(If yes, please attach applicable documents to this form.)

What other sponsors will be participating?

Are there any other financial institutions participating? Yes No If yes, please name them:

List all advertising and promotional opportunities that accompany this request:

Is there an opportunity for America First employees to participate as volunteers? Yes No
If yes, in what capacity?

Community recognition

How will America First Credit Union be recognized for its contribution to this project?

Can you offer America First exclusive naming or major sponsorship rights? Yes No

Provide information regarding how the name America First Credit Union and/or its logo will be used promoting this event (please attach supporting documentation).

Upon the acceptance of any sponsorship, America First Credit Union **must** approve any and all **use(s)** of the America First Credit Union logo in all advertising and promotional material(s) produced. America First Credit Union **must** also approve copies of any media release(s).

Please include all that apply and dates, if applicable.

Date(s)

Signage Yes No

If yes, where?

Printed materials Yes No

If yes, how many?

Web site Yes No

If yes, how many hits a day?

Radio Yes No

If yes, which stations?

Television Yes No

If yes, which stations?

Newspaper Yes No

If yes, which publications?

Other:

Is there an opportunity for a representative of America First to speak regarding any of the following?

- Credit union products and services Credit union philosophy Financial education
 Corporate citizenship Community partnerships Other _____

Can America First integrate product advertising, promotion and publicity into this sponsorship opportunity? Yes No If yes, in what form?

Deadline for submission of promotional materials:

Sponsorship success

How will the success of this event be measured?

Briefly state how this event will benefit America First members and their communities:

Funding request – cash or in-kind donations

If sponsorship request is approved, make check payable to (if different than organization name):

Address:

City:

State:

Zip:

If you're **ONLY** requesting an in-kind donation, what type of gift are you seeking? Door prize
 Silent auction item Giveaway Other _____

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Application submission date:

Amount/product requested:

Committee review date:

Amount/product approved:

Committee decision: Approved Denied

Comments:

GL account:

Project code:

Market code:

Check requested:

Check sent: