

BERNIE LITTLE DISTRIBUTORS, INC.

SPONSORSHIP REQUEST & EVENT INFORMATION FORM

**In order to be considered for a sponsorship or for a beer donation, please fill out this form and fax back to 863-665-8213 or email to donations@bldonline.com. Once we receive all information we will consider your request and contact you for further information.*

BACKGROUND

1. Name of Event: _____
2. Name of location where event is held: _____
*Is a liquor license held by this location? _____
3. Is the event Associated with a not for profit corporation? _____
5. Event Date(s) and Time: _____
6. Charity the Event Benefits: _____
7. Contact Name and Title: _____
8. Contact phone numbers: Day # _____ Mobile# _____ Email _____
9. Contact Address: _____
10. How many years has the event been in existence? _____
11. Will there be beer at the event? _____
12. Brief description of event: _____

DEMOGRAPHICS

1. How many people attended the event last year? _____
2. What is the *estimated* attendance this year? _____
*On what is this estimate based? _____
3. What % of people do you estimate will be over 21? _____%
4. What % of people do you estimate are from Polk County? _____%
5. Please give us an estimate of age range.
Under 21 years old _____% 21 to 35 _____% 36 to 50 _____% 51+ _____%
6. The percentage of Males _____% and Females _____%.
7. What is the median income represented per household? (Circle one)
Under \$30,000 \$30,001 to \$50,000 \$50,001 to \$75,000 over \$75,000
8. Please give an estimate of the percentage in attendance by race.

Caucasian _____% African American _____% Hispanic _____% Other _____ %

EVENT PUBLICITY

1. Specifically what type of advertising/publicity materials are being used to promote this event?
[Advertisements: Radio, T.V., Newspaper, Program, Posters, Fliers, etc.]

2. What other sponsors are associated with this event and in what capacity?

SPONSORSHIP

1. What specifically would you like Bernie Little Distributors to do for your organization?
(Please feel free to attach a sponsorship proposal package)

2. What would Bernie Little Distributors get in return for sponsorship? (please list all)
**Please consider what would make most business sense for us as a beer distributor.*

[Advertisements, ability to set up display on site, hang banners, etc.]

3. Have you requested Sponsorship from Bernie Little Distributors before?

BEER DONATION INFORMATION

If the event involves the donation of beer please answer the following:

Will drinks be provided free to guests participating/ attending? _____

Is there a cash bar? _____

Are mixed liquor drinks available? _____

Is wine available? _____

Are soft drinks available? _____

Please feel free to attach any written material that you may think helpful.

I realize that some of the information given is your best estimates.

Thank you for taking the time to complete this form honestly.

Signature of preparer: _____

Date: _____