

## SPONSORSHIP REQUEST FORM



The Men's Room has always contributed to the promotion of events, fundraisers and fundraising activities. It is with pride that we continue this tradition.

To be eligible for a sponsorship or partnership with The Men's Room, an organization must:

1. Be a non-profit organization or an LGBT owned/operated business/Event
2. Request an in-kind contribution in the form of Gift Certificates for The Men's Room. (The Men's Room makes no financial contribution.)
3. Offer visibility or other compensation of equal value to The Men's Room contribution
4. Allow The Men's Room to reach one of its target audiences:
  - a. LGBT business customers;
  - b. LGBT tourists;
  - c. LGBT community in general.
5. Demonstrate an affinity of values and mandate with The Men's Room.

Given the large number requests we receive, it is impossible for us to provide support to everyone that asks. The requests with the most impact and the least cost to us are the ones that are approved most often. No organization with political or religious affiliations is eligible. Also note that The Men's Room does not offer sponsorship to individuals.

Please fill out the below form with as much precise information as possible so that your request can be properly assessed and submit by email to [online@shopthemensroom.com](mailto:online@shopthemensroom.com). The result of the evaluation will be sent **within 45 days of the event. All requests must be made at least 90 days prior to your event.**

The Men's Room reserves the right to decline any application for sponsorship or partnership for any reason.

Thank you for your proposal.

## Company Information

First Name \_\_\_\_\_

Last name \_\_\_\_\_

Title \_\_\_\_\_

Email address \_\_\_\_\_

Telephone number \_\_\_\_\_

Official name of your organization/company \_\_\_\_\_

Type of organization \_\_\_\_\_

For profit    Non-profit (without a CRA number)    Non-profit (with a CRA number)

If your organization has a CRA registration number, please enter this number \_\_\_\_\_

Web site address \_\_\_\_\_

Company address \_\_\_\_\_

City \_\_\_\_\_

Country \_\_\_\_\_

Province/State \_\_\_\_\_

Postal code / Zip code \_\_\_\_\_

## Sponsorship Proposal

Has your organization worked with The Men's Room before?

No    Yes

What is the value of the requested sponsorship? Please enter a dollar amount \_\_\_\_\_

Event's name \_\_\_\_\_

Event's start date \_\_\_\_\_

Event's end date \_\_\_\_\_

City of the event \_\_\_\_\_

Please indicate:

event type (gala, convention, ...) \_\_\_\_\_

venue \_\_\_\_\_

number of participants \_\_\_\_\_

participants average age \_\_\_\_\_

Are there major sponsors involved in the project?

No    Yes

If yes, please provide the names of confirmed sponsors

\_\_\_\_\_  
Are there other sponsors from the LGBT retail or events industry involved or that you have requested sponsorship of this project

No Yes

If yes, please provide the names of the sponsors

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Please describe your event and why The Men's Room should sponsor this event

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How will gifts or prizes be distributed?

Draw Charity auction Gift bags Participation prize(s) Other

If you selected "Other", please specify how will the items will be distributed

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### **Visibility - Print**

Will The Men's Room get visibility in print media (Newspapers, magazines)?\*

No Yes

If yes, please enter the name of the print newspaper(s)

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If yes, please specify how The Men's Room will be presented in the media.

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### **Visibility - Television**

Will The Men's Room get visibility on television?

No Yes

If yes, please enter the name of the television station(s)

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If yes, please specify how The Men's Room will be presented on television.

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### **Visibility - Radio**

Will The Men's Room get visibility on radio?

No Yes

If yes, please enter the name of the radio station(s)

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If yes, please specify how The Men's Room will be presented on radio.

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**Visibility - Internet**

Will The Men's get visibility on the internet?

No Yes

If yes, please enter the URL(s)

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If yes, please specify how The Men Room will be presented on the website.

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**Visibility – Social Media**

Will The Men's get visibility on Social Media ?

No Yes

If yes, please specify how The Men's Room will be presented on social media. Please be as detailed as possible and include the names of your social medial channels, number of followers, how may posts will be related to The Men's Room etc.

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**Visibility - On-site**

Will The Men's Room get visibility with on-site promotional material (Program, posters, mentions)?

No Yes

If yes, please specify how The Men's Room will be presented on the site.

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Will the Men's Room get Visibility or Benefit in any other way ? If so please describe

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Please include any other information you would like us to consider in reviewing your request.

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