OFFICIAL” DESIGNATION SPONSORSHIP CHECKLIST

Department/Unit: _________________________________________________________

Responsible Administrator/Employee: ________________________________________

Sponsor/Vendor: _________________________________________________________

Sponsor Contact Name/Address: ____________________________________________

_______________________________________________________________________

Term of Sponsorship: _____________________________________________________

Product/Promotional Item: _________________________________________________

Use by department/unit: __________________________________________________

Venue: _________________________________________________________________

How sponsor solicited/selected: _____________________________________________

_______________________________________________________________________

Cash Sponsorship: ____________     Gift-in-Kind: _________________

Amount/value (of cash and/or product): ______________________________________

Increment attributable to “official” designation (e.g., additional cash or product provided
in order to receive “official” designation): _________________________________

Incentives, if any, provided as part of “official” designation sponsorship package (e.g.,
tickets, admissions, parking): ____________________________________________

_______________________________________________________________________

Value of incentives: ___________________  “Net” to department/unit: ______________

Acknowledgment expected to be provided to “official” sponsor: __________________

_______________________________________________________________________

Specialized institutional marks (if any) expected to be made available to sponsor as part
of “official” designation: ________________________________________________
Please attach artwork for any such marks that can be incorporated into an exhibit to the limited license.

[Note: the use of any specialized institutional marks must be the subject of a limited license from the University, attached as an addendum to the sponsorship agreement.]

How used: ______________________________________________________________

Any request to use other institutional trademarks: _____ If, yes, what marks: ______

________________________________________________________________________

[Note: the use of any institutional trademarks must be pursuant to a separate limited license granted by the University through its Trademark Licensing Office.]

APPROVED:

______________________________ Date: ________________________
CHARLES B. HOSLET
Vice Chancellor
University Relations