



### Request for Sponsorship 2022

Date(s) of Event: \_\_\_\_\_ Event Location: \_\_\_\_\_

Event: \_\_\_\_\_ In-Person \_\_\_\_\_ Virtual \_\_\_\_\_ Pre-recorded

Name of Organization: \_\_\_\_\_

Organization's Street Address: \_\_\_\_\_

City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

Organization's Website: \_\_\_\_\_

Organization's Facebook Page: \_\_\_\_\_

Please list your organization's other social media sites: \_\_\_\_\_

Number of attendees projected to attend this event? \_\_\_\_\_ In-Person \_\_\_\_\_ Virtual

Number of attendees this event last year? \_\_\_\_\_ In-Person \_\_\_\_\_ Virtual

What is the cost to attend the event: \_\_\_\_\_ Member \_\_\_\_\_ Non-Member

Number of attendees expected to be in the speaker's program? \_\_\_\_\_

Can ACI have a table in the speaker's room? \_\_\_\_\_ Yes \_\_\_\_\_ No

Is there a Trade Show with this event? \_\_\_\_\_ Yes \_\_\_\_\_ No \_\_\_\_\_ In-Person \_\_\_\_\_ Virtual

What are the Trade Show dates and times? \_\_\_\_\_ In-Person \_\_\_\_\_ Virtual

Speaker Name(s): \_\_\_\_\_

Program date and time: \_\_\_\_\_ In-Person \_\_\_\_\_ Virtual \_\_\_\_\_ Pre-recorded

Total Speaker fees: \$ \_\_\_\_\_

**Are there any other programs and/or events going on at the same time as the Speaker program listed above** \_\_\_\_\_ Yes \_\_\_\_\_ No

What pre-event marketing is in place? \_\_\_\_\_

Is the organization membership list, with all member contact information and e-mail addresses, with CAN-SPAM Act opt-in authorization, available to ACI pre-event? \_\_\_\_\_ Yes \_\_\_\_\_ No (Yes, is a requirement for sponsorship)

Is the attendee list available after the event? \_\_\_\_\_ Yes \_\_\_\_\_ No (Yes, is a requirement for sponsorship)

Are e-mail addresses, with CAN-SPAM Act opt-in authorization included in the attendee list? \_\_\_\_\_ Yes \_\_\_\_\_ No (Yes, is a requirement for sponsorship)

Is the organization willing to do a mass email to their members on behalf of ACI prior to the event? \_\_\_\_\_ Yes \_\_\_\_\_ No

Who is the contact for this email blast? Name: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone: \_\_\_\_\_

### **ACI Sponsorship Policies and Expectations:**

- A. ACI requires the Organization receiving ACI sponsorship to submit the “Request for Sponsorship” form at least 8 to 10 weeks before the event via e-mail to Mark Lane [mark.lane@acilab.com](mailto:mark.lane@acilab.com) and Samantha Doering [s.doering@acilab.com](mailto:s.doering@acilab.com). The “Request for Sponsorship” form must be filled out completely and signed by an authorized agent of the Organization requesting sponsorship.
- B. A complete membership list with contact information with CAN-SPAM Act opt-in authorization e-mails must be provided to ACI before the event. A complete list of attendees, including contact information with CAN-SPAM Act opt-in authorization e-mails, must be provided to ACI after the event.
- C. The Organization receiving ACI sponsorship will include the words “Sponsored by American Color Imaging” or “Sponsored by ACI” along with the ACI logo on all event promotional materials including print, electronic, video production, and radio broadcasts and other media. The ACI logo is available upon request from Samantha Doering [s.doering@acilab.com](mailto:s.doering@acilab.com).
- D. ACI is not involved with negotiations between the speaker and the Organization receiving ACI sponsorship as it pertains to the total speaking honorarium. This negotiation is strictly between your Organization and the speakers. ACI expects the Organization receiving ACI sponsorship to pay the speakers immediately following their presentation.
- E. **ACI’s sponsorship payment will go directly to the Organization** receiving ACI sponsorship, not the speakers.
- F. To receive sponsorship money, ACI requests the Organization and receiving sponsorship to submit an electronic invoice to Samantha Doering [s.doering@acilab.com](mailto:s.doering@acilab.com) within 30 days after the event, along with an electronic

list of all attendees and their contact information. **No advance payments will and be made.**

- G. Sponsorship will be provided in 2 levels, a minimum, and a maximum. The minimum would be the minimum amount of sponsorship ACI would pay in support of the speaker. The maximum will be the maximum amount of sponsorship ACI will pay in support of the speaker when supporting documentation is supplied by the Organization, with the invoice, listing the total number of class attendees along with their contact information and e-mails. This will follow the **General Guidelines for Maximum Sponsorship** below.
- H. ACI reserves the right to withhold or amend sponsorship payment for improper recognition of sponsored speakers and/or the event.

### General Guidelines for Maximum Sponsorship

Estimated attendance in the in person program	15-50	51-125	126 - 400	401 -600	600 +
Estimated attendance in the virtual program	51-125	126-400	401-600		
Sponsorship Amount	\$100	\$200	\$500	\$750	\$1,500

**Please note:** if other programs are going on at the same time as the program you are requesting sponsorship for, the estimated sponsorship shown in the chart above may be lowered by 50%.

ACI's sponsorship is based in part upon the number of attendees the Organization requesting the sponsorship expects to attend the speaker's program. The amounts shown above are strictly guidelines and not guaranteed until the Organization requesting sponsorship receives a signed copy of the Request for Sponsorship, from ACI, with the amount of sponsorship to be awarded.

**Amount of sponsorship you are requesting? \$** \_\_\_\_\_

**Request for sponsorship submitted by: (name)** \_\_\_\_\_

**Signature\*:** \_\_\_\_\_ **Date:** \_\_\_\_\_

\*By signing the above Request for Sponsorship form you are indicating that all the information provided is accurate to the best of your knowledge, you have read and you and the Organization you represent agree to the ACI Sponsorship Policies, Expectations and Guidelines listed above.

Address: \_\_\_\_\_ City \_\_\_\_\_ ST \_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

E-mail: \_\_\_\_\_

***Marketing Contact Info (if different)***

Name: \_\_\_\_\_

Address: \_\_\_\_\_ City \_\_\_\_\_ ST \_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

E-mail: \_\_\_\_\_

Please e-mail this "Request for Sponsorship" to: [mark.lane@acilab.com](mailto:mark.lane@acilab.com) and [s.doering@acilab.com](mailto:s.doering@acilab.com)

Mark Lane, President  
Samantha Doering, Marketing Manager  
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American Color Imaging

*This document contains confidential and privileged information for the sole use of ACI and the Organization receiving ACI sponsorship. Any review, use, distribution or disclosure by others is strictly prohibited.*

***For ACI use only.***

Amount of Sponsorship approved: Minimum \$ \_\_\_\_\_ \*Maximum \$ \_\_\_\_\_ \*

Approved by \_\_\_\_\_ Date \_\_\_\_\_

\*To receive the maximum amount, supporting documentation must be included with the invoice and follow the guidelines listed in the **General Guidelines for Maximum Sponsorship on page 3 above.** ver. 01.01.2022