



Application for Sponsorship – J. D. Irving, Limited

(All relevant & applicable information must be provided to be considered for funding. Please print clearly.)

Cash Amount Requested: \$

Products or Services:

If cash, make cheque payable to:

If products or services, please specify:

Name of Event/Project:

Event Location:

City and/or Province/State:

Charitable Registration or Society Number:

Event Start Date:

Event End Date:

Event Info: Please provide a brief description of your organization including the types of programs & services provided:

Target Audience & Expected Number of People :

Is a JDI representative requested to be in attendance: NO YES (include specific details)

EVENT CONTACT PERSON:

Name:

Title:

Address:

Telephone: ----- Business or Day Phone:

Cell:

Email Address:

If you are a JDI employee, please provide your work site location:

Additional relevant information:

Sponsor Recognition Material

Please complete the sections that apply to your event

Print Advertising: Number of Ads: _____ Ad Size: _____

Name(s) of Publication/Program, etc: _____

Deadline for Event print material (incl. Ads) to be supplied by Sponsor: _____

Please provide email address for ad to be sent & format requested (jpeg, tif, etc.): _____

Radio Advertising: Number of Ads: _____ Frequency: _____

Name(s) of Radio Stations: _____

Deadline for Ads or Ad copy: _____ Ads produced by Sponsor: YES NO

Where radio interviews are conducted to profile event, sponsor recognition will be given: YES NO

TV Advertising: Number of Ads: _____ Frequency: _____

Name(s) of TV Stations: _____

Deadline for Ads or Ad copy: _____ Ads produced by Sponsor: YES NO

Where TV interviews are conducted to profile event, sponsor recognition will be given: YES NO

SPECIFIC EVENT MATERIAL

Event Letterhead: YES NO Will major sponsors logo be featured YES NO

Event Posters - Number to be Printed: _____ Will posters include sponsors logos YES NO

Event Signage - Number to be Printed: _____ Will signage include sponsors logos YES NO

Event or Organization Web Site: YES NO Will sponsors be featured on site YES NO

Event Promotional Items (i.e., bags, t-shirts, etc.) Please list and indicate those that will include sponsors' logos: _____

Event Program: YES NO Will sponsors be featured in program YES NO

Is there any opportunity for Sponsor to set up display booth: YES NO

Photo Opportunity: YES NO

Post Event Feedback:

Pictures of Event will be provided	YES	NO	Letter to Sponsor	YES	NO
Letter to Editor or Post Event Thank You Ad	YES	NO	Event Annual Report	YES	NO

Permanent Recognition following event (i.e., signage, plaque, etc.) YES NO

OTHER SPONSORS:

Is sponsorship exclusivity offered for this event: YES NO

Is government funding provided for this event: YES NO

Please list other committed sponsors:

Signature: _____

Date: _____

NOTE: J. D. Irving, Limited also offers a "Community Soundstage" that is mobile and available for various events in our region. The soundstage is equipped with a sound system and can be delivered directly to your event location. The sponsorship value for use of the soundstage is \$3,000. If you have further interest, we would be pleased to send you a Soundstage Request Form.

Please return application form and corresponding attachments to:

J.D. Irving, Limited
Attention: Sponsorships
PO Box 5777
300 Union Street, 9th Floor
Saint John, NB E2L 4M3

All applications will be responded to in writing via mail or email. All requests should be submitted at least 6 weeks in advance of the Event/Project.

Fax: 506-648-2205
Email: sponsorships@jdirving.com