

NORTHERN KITTITAS COUNTY
TRIBUNE *Matching Ad Dollars*
EVENT SPONSORSHIP PROGRAM

Official Application

Application Date: _____

Event Name: _____

Event Date(s): _____ **Event Location:** _____

***Hosting Organization:** _____

Contact Name: _____ **E-Mail/Phone:** _____

Proceeds Benefit the following: _____

What percentage of proceeds go to the above beneficiary: 100% other (list): _____

Please briefly describe how this event benefits readers in the communities within the Northern Kittitas County Tribune's primary readership area: _____

How much advertising money would you like the NKC Tribune to match? (Ad budget in our publications): \$ _____

If your event is approved for the program, what sponsorship perks will be provided to the NKC Tribune in appreciation for matching this amount of promotional advertising? (i.e. # _____ Tickets to the event? Banner at your event? Website link? Logo/mention on promotional materials? Mention in thank you ads? Announcement at the event? etc.): _____

I/We understand that, **if approved** for the Sponsorship Program, the NKC Tribune will match 100% of the dollars spent towards display (boxed) advertising in the Northern Kittitas County Tribune newspaper, Cascades Mountain ECHO Magazine, EXPLORE! Kittitas County Visitors' Guide and the Upper Kittitas County Builders' Guide as an **in-kind donation**. This will be provided by either doubling the size of the ad(s) and/or increasing the number of insertions up to a dollar amount equal to the amount spent by the event's sponsors towards promoting this event. For example, an event accepted in the program spending \$500 in any combination with qualifying NKC Tribune publications will be eligible for an *additional* \$500 in advertising! (Excludes classified ads, statewide ads, pre-print inserts, office supplies, printing and web services.)

Furthermore, I/We understand that acceptance of this agreement by both parties entitles the NKC Tribune and its associated divisions to whatever **benefits sponsors at the matched dollar amount would normally receive from your event** (i.e. tickets to the event, a banner at your event, logo on your posters and/or other promotional materials, link on your website, listing in the thank you ads or whatever considerations any other sponsor at that dollar amount level would be given.)

I/We also understand that this offer cannot be combined with any other offer(s), including the non-profit 15% discount rate (if qualified, this is an either/or decision - please ask if unsure which is right for your event).

X Authorized Signature: _____ **Date:** _____

Name (print please): _____ **Title:** _____

Return to NKC Tribune, PO Box 308, Cle Elum, WA 98922 • Fax: 509-674-5571 • email: ads@nkctribune.com • questions: 509-674-2511

*Not necessary to be a registered non-profit organization/event to qualify for this particular program, however must show satisfactory benefit to the local community at large and sponsorship value for the NKC Tribune to be associated with the event. This is a donation of services. Just like any organization's donation decisions, acceptance in the program is solely at the discretion of NKC Tribune ownership.

OFFICIAL USE ONLY:	
<input type="checkbox"/> Approved to match \$ _____	Items needed: <input type="checkbox"/> logo <input type="checkbox"/> banner <input type="checkbox"/> other: _____
<input type="checkbox"/> Denied - criteria not met for Sponsorship Program (if hosted by a qualifying 501(c)(3) organization, suggest applying for Non-Profit 15% discount)	
Authorized NKC Tribune Signature: _____	Date: _____