

This form is used to achieve a better process for comparing, approving, administering, and evaluating paid sponsorship opportunities considered by Saunders College of Business. Please complete as many of the relevant items below and return to Heidi Boland at [hboland@saunders.rit.edu](mailto:hboland@saunders.rit.edu).

1. **Requested date:**
2. **Sponsorship Champion** (submitted by):
3. **Sponsorship Name:**
4. **Sponsorship Organization:**
5. **Location:**
6. **Date and time, or period:**
7. **Audience**
  - a. **Type:**
  - b. **Size:**
  - c. **Saunders Relevance:**
8. **Suggested sponsorship level and cost:**
9. **List of benefits received** (or attached details from sponsorship)  
*If table is part of the benefit – you are responsible for filling the table*
10. **Purpose for sponsorship** (highlight or underline relevant items)
  - a. Goodwill
  - b. Brand recognition for Saunders
  - c. Support of organization offering sponsorship opportunity
  - d. Support of event theme or honored guest
  - e. Invite Saunders people (faculty, staff, students, alumni) or valued partners
  - f. Low sponsorship cost
  - g. Perk
  - h. Other
11. **Additional Considerations:**

Reviews and Approvals  
(RIT Central, Dean's office, Development, AR)

v. 2018-01

Post event audit of deliverables  
Printed material copies, Saunders attendees list,  
access to event attendee lists?