



## KFAI Potential Sponsorship Checklist 2009

**If you are interested in having KFAI sponsor your event, please see the following checklist. These points should be taken into consideration if you would like to partner with KFAI**

- Is the program consistent with KFAI's mission?
- Does KFAI have *at least* two months lead-time?
- Can both parties (KFAI and partnering organization) market and promote the event effectively?
- Do you as the partnering organization have a budget to market the event?
  - If so, how much? \_\_\_\_\_
- Is there a conflict with a KFAI event that is already scheduled?
- Can staff realistically take on this responsibility?
- Does this event jeopardize an existing partnership KFAI already has (stealing audience, etc.)?
- If there is minimal or no revenue does is there potential for KFAI to get publicity or goodwill?
- Does it address all or some KFAI's target audience?
- Does KFAI's participation in the program contribute to the success of the event?
- Will KFAI benefit?

If you have further questions, please contact KFAI's Program Director, Adam Mehl at (612) 341-3144 x20 or at [adammehl@gmail.com](mailto:adammehl@gmail.com).