



THE MONITOR

ANNUAL SPONSORSHIP APPLICATION

In order to aid *The Monitor* with our budgeting, sponsorship will be considered on an annual basis only.

SPONSORSHIP CRITERIA

To qualify for consideration, an organization must be a nonprofit agency that is exempt from federal income tax under section 501(c)(3) of the Internal Revenue Code.

SPONSORSHIP GUIDELINES

1. Enhance the quality of life in counties served by *The Monitor*.
2. Impact a broad spectrum of the community.
3. Provide visibility for *The Monitor's* products and services.
4. Not compromise *The Monitor's* journalistic integrity of independence.
5. Not discriminate with regard to race, creed, sex or age.

SPONSORSHIP APPLICATION FORM

Please complete this **annual** sponsorship application form and return it to *The Monitor* with the following information:

- Annual Event(s)/Program(s) marketing plan
- Timetable
- Financial Requests
- Publicity and other printed materials from previous year

Please return this form to: The Monitor, 1400 E. Nolana, McAllen, Texas 78504

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SPONSORSHIP EVENT INFORMATION

(For multiple events, please copy and enclose information for each event)

Date Filed: _____ Date of Event: _____

Organization Name: _____

Organization Address: _____

City _____ State _____ Zip _____

Contact Name: _____ Position: _____

Phone (Day): _____ Mobile: _____ Fax: _____

Are you a 501(c)(3) Charitable organization? Yes _____ No _____

Tax ID# _____ Web address _____

Total Dollar amount requested for the year (all events added together)

Event/program name _____

Event date _____ Event hours _____

Event location _____

Number of years event has been held in community: _____

Who is the target audience? _____

Briefly describe the services your organization provides _____

