

Sponsorship Submission and Evaluation Form:

A Event:

B Details:

C CIDOT Objectives Criteria:

1. *Does opportunity help to increase or build brand awareness against our target audience?*
2. *Does opportunity have powerful PR value that will help to differentiate our product against our competitors?*
3. *Will opportunity drive visitation during off peak seasons.*

D Community outreach planned:

Explanation: Is there a local benefit of the event that may not be tourism related but for the betterment of the community locally. (Overall community, youth or otherwise.)

E Previous Event:

Explanation: Has there been a previous event like the one being proposed. If so can the actual benefits received be outlined?

F Marketing Opportunities:

Explanation: What opportunities exist in our target market countries (USA, CAN and UK.) to increase brand awareness, drive visitation etc.

G Publicity Opportunities:

Explanation: Any Public Relations opportunities in regards to potential TV broadcasts or journalist stories.

H Promotional Opportunities

Explanation: Any promotional activities to drive increased visitation to the Cayman Islands with the event as the catalyst.

I Economic (Injection) Opportunities

Explanation: What do you deem as the impact to the economy from traveling teams, their family, spectators, officials? (Monetary value)

J Sponsorship Request

Explanation: Include what is being requested ie Cash, In Kind or both. Also include the total budget and how much is being raised outside of the government sponsorship.