Thank you for considering Campbell Hausfeld as a prospective partner.

Please answer the following questions by typing your information below each question. When finished, please save the document with this title format – Organization\_last name of contact \_Year\_CH\_PartnershipSponsorshipRequest.pdf and send as an attachment via e-mail to [marketing@campbellhausfeld.com](mailto:marketing@campbellhausfeld.com).

Your sponsorship will be evaluated within 30 days. Thank you.

Best,

Campbell Hausfeld

**Contact Information**

|  |  |
| --- | --- |
| Organization name |  |
| Organization website |  |
| Primary contact (First and Last Name) requesting sponsorship/partnership |  |
| Shipping Address |  |
| Phone - Office |  |
| Phone - Mobile |  |
| Email |  |
| Campbell Hausfeld contact (if you have previously worked with or discussed your project with someone) please indicate here: |  |

**Request**

1. **Please briefly summarize your sponsorship/product request in a few paragraphs.**
   * *Be brief in the summary but include the following:*

* *Approximate start date and timeline. Include deadlines!*
* *Product category exclusivity offered or not?*
* *How Campbell Hausfeld will receive value or be able to leverage the partnership including a quick summary of planned exposure/coverage for project – editorial coverage, website, social media platforms, events, content capture, and so on…*
* *Note that detailed info will be requested in other questions.*

**Insert Summary:**

Click here to enter text.

1. **Please list the product(s) you are requesting here***. Note that we are only open to donating active items on our website, excluding 80 Gallon (or larger) Air Compressors*

Click here to enter text.

1. **Have you used an air compressor or related air tools before and/or are you comfortable communicating key messages regarding the product(s) requested above?**

Click here to enter text.

1. **Do you currently use or own other Campbell Hausfeld products? If so, please list here – being as detailed as possible.**

Click here to enter text.

1. **Do you currently use or own other competitor products? If so, please list here – being as detailed as possible.**

Click here to enter text.

1. **In addition to product donation, what other partnership opportunities or assistance are you requesting from Campbell Hausfeld?**

Click here to enter text.

1. **Will you have sole responsibility for marketing this opportunity or will there be a third party (production company, publication, TV show, etc.) involved in the management of this relationship?**

Click here to enter text.

1. **Do you give Campbell Hausfeld permission to promote your organization in its marketing materials/channels? Yes or No.**

Click here to enter text.

1. **Are you willing to provide a testimonial for Campbell Hausfeld and/or be included in our marketing efforts? Yes or No.**

Click here to enter text.

1. **Campbell Hausfeld looks to partner with organizations that have defined communications vehicles for leveraging partnership opportunities whether it be social media platforms, TV show, strong website presence, editorial relationships, event schedule and so on. Please share more detail regarding each of the following below:**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | |  |
| **Website** |  | |  |
|  | url | |  |
|  | unique visitors per month | |  |
| **Facebook** |  | |  |
|  | Audience size | |  |
|  | Frequency in posts – daily, 2x a week, etc.? | |  |
|  | Are you willing to promote CH on this platform? | |  |
|  | Do you advertise (aka are you actively working to grow your audience size? (We are not asking that you include CH in these advertisements.) | |  |
|  | *Note: we will like and promote your page and the expectation would be that you do the same.* | | |
| **Twitter** |  | |  |
|  | Audience size | |  |
|  | Post frequency – daily, 2x a week, etc.? | |  |
|  | Are you willing to promote CH on this platform? | |  |
|  | *Note: we will follow and promote you on Twitter and the expectation will be that you do the same.* | | |
| **YouTube** |  | |  |
|  | Do you have an active channel? | |  |
|  | If so, what is the url? | |  |
|  | What type of content do you create and/or share (how to, event coverage, other)? | |  |
|  | Do you have in-house video production – in other words, are you willing to shoot and share content with CH? | |  |
| **Instagram** |  | |  |
|  | Do you use this platform? | |  |
|  | Number of followers? | |  |
|  | Frequency of posts? | |  |
|  | Are you willing to promote and tag products and use suggested CH hashtags? | |  |
|  | How are you currently using this channel to promote your business? | |  |
|  | *Note: we will follow you on Instagram and the expectation will be that you do the same.* | | |
| **Enewsletter** |  | |  |
|  | Does your organization have an e-newsletter? – yes or no | |  |
|  | If so, what is it called? | |  |
|  | Frequency of distribution? | |  |
|  | Number of recipients? | |  |
|  | Are there opportunities for CH to be included here? | |  |
| **Editorial** |  | |  |
|  | Do you have established editorial relationships? | |  |
|  | If so, with which books/editors? | |  |
|  | Has your organization been featured before? | |  |
|  | If so, with which publications? | |  |
| **Work Space** |  | |  |
|  | Do you have or will you be working out of your own shop space or home garage? | |  |
|  | If so, are you open to displaying other CH branded promotional items within your space for inclusion in photography, etc.? | |  |
|  | If not, what shop or location will you be working out of primarily? | |  |
| **Event Schedule** |  | |  |
|  | As part of this project and/or sponsorship request, will you be attending tradeshows or other industry events? | |  |
|  | If so, please name a few and their estimated attendee numbers. | |  |
|  | Do you or would you be interested in displaying CH signage and/or products on site? | |  |
| **Logo Usage - On which of the following do you intend to place the CH logo?** | | |  |
|  | | Promotional materials – literature, eNewsletters, flyers, etc. |  |
|  | | Vehicle or trailer – if applicable |  |
|  | | Event signage |  |
|  | | Product placement in filming or photography |  |
|  | | Social Media platforms |  |
|  | | Other |  |
| **Other promotional opportunities? – if so, explain below.** | | |  |