



General Motors Proposal Information Request (GM Confidential)

The following information is required for a detailed assessment of all proposals submitted to General Motors — additional information is welcome. If you need to add rows, place your cursor in the first cell of the last row of the table, then select Insert > Rows from the menu bar above.

OPPORTUNITY/PROGRAM

Property Name:	EX: Home Town Baseball Team Seasonal Sponsorship
Contract information required on contract: (If GM agrees to sponsor, what business name & address should be listed on the contract?)	EX: Home Town Baseball Team
Promoter's state of incorporation:	EX: California
Is Promoter a governmental entity/agency?	EX: Yes, state university
Contact Information: (contact name, title, address, phone, fax, E-mail, address, company name)	EX: Rachel Jones, Dir. Of Marketing & Development, 5151 Murphy Canyon Rd. Ste. 110, San Diego, CA 92123 (123) 456-7890 rgershwin@wishesandiego.org
Sponsorship Fee - (i.e. cash, # and type of vehicles):	EX: \$14,000
Sponsorship Fee Payment Term dates (i.e. 35% on X date, 30% X date and 35% on X date- MAY NOT APPLY TO ALL PROGRAMS):	EX: 50% at signing and 50% after receipt of performance binders
Exclusivity (i.e. full automotive, domestic):	EX: Full Automotive
Level (entitlement, official sponsor, presenting, supplier, or partner):	EX: Official Automobile of The Home Town Team
Location(s) (i.e. event venue, location):	EX: Home Town Stadium, 123 Main Street, San Diego
Date(s) of Event/Promotion:	EX: November 18
Key milestone dates: (date artwork needed, collateral materials printed, promotional media air dates, etc.)	EX: October 1 - Artwork is due

AUDIENCE INFORMATION-ATTENDANCE (Please list each event separately)

Name / Description of Event	Total Projected On-Site Audience	Participants (Not included in On-Site Audience)	# of Event / Promotion Days	Avg Per Day Projected On-Site Audience	Projected TV Ratings	Projected Radio Audience	Projected PR Impressions	Source(s)	Other
EX: Baseball Home Games	1,267,500	1,000 Exhibitors	39	32,500					32,500 per Home Game Attendance
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PRODUCT DISPLAY/USE

Location of Space	# of Spaces in this Location	Total Projected Audience / Attendance for this Location	Size (minimum vehicle display requirement 10' x 20')	Total Square Footage	Ability for Placement of Product Specialist (Y/N)	Ability to Conduct Lead Generation Activities (Y/N)	Ability to Have Vehicle Integrated With Activity (Y/N)	Ability to Conduct Test Drives On-Site (Y/N)	Other
EX: Fan Plaza	1	1,267,500	20' x 40'	800	Y	Y	Y	N	Chevy Displays (2) vehicles in Fan Plaza for all Friday, Saturday, and Sunday Home Games. Total of (39) activation days.

TICKETS/HOSPITALITY

Description (including location/venue)	Date of Event	Face Value (per tkt/suite/pass)	Quantity	Hospitality (Y/N)
EX: (4) Season Tickets for (40) Home Games each	Between April 15 through September 30	\$1,600 per season ticket	4	N

ON-SITE SIGNAGE

Type	Size	Quantity	1-2 or 4 Color	Placement / Location / Event	Total Projected Audience / Attendance for this Location	Dedicated or Composite	# of Other Sponsors Included on Signage	GM or Promoter to Provide Sign	GM's Presence on Sign	Date Artwork Required	Other

EX: Exterior Sign	6' x 10'	1	4-color	Main Exterior of Venue	1,267,500	Dedicated	0	Promoter	100% Division	March 1	

COLLATERAL AND MERCHANDISE (i.e. brochures, programs, ticket backs, T-Shirts)											
Type	Quantity Produced	1-2 or 4 Color	Logo Placement	Logo Size	Dedicated or Promotional	# of Other Sponsors Included	Vehicle Image	# of Distribution Locations	Description of Distribution Locations	If Dedicated ad in Program Book/Guide, what is rate of ad space?	Other
EX: Seasonal Brochure	100,000	4-color	Sponsor Page	1" x 1"	Promotional	10	N	1	Home Games	NA	

DIRECT MAIL/E-MAIL									
Name of Property Mailing List	Frequency of Use	Quantity of Individuals in Database	Size of GM's Presence in Mailing	Information Captured	Type of Mailing (Insert in Mailing vs. Dedicated)	Privacy Laws	Date(s) of Mailing(s)	Other	
EX: EMAIL Blast	2	175,000	50% of Email	Names, email address, phone number, mailing address	Inclusion in Promoter Mailing		April 1 and May 1		

EVENT MEDIA (i.e. Jumbotrons, monitors)									
Type	Placement / Location / Event	Total Projected Audience / Attendance for this Location	Quantity of Jumbotron, Monitor, Screen	Size of Jumbotron, Monitor, Screen	# of Showings per Hour/Day/Event	Length of Message	GM Dedicated or Other Sponsors Recognized	If Other Sponsors Recognized, length of GM's Exposure in Message	
EX: Jumbotron	Fan Plaza / Every Home Game	1,267,500	2	12' x 54'	2 per Home Game	:30	Other Sponsors recognized	:10	

PUBLIC ADDRESS ANNOUNCEMENTS						
Quantity of Announcements per Day / Hour / Event	Location / Event	Total Projected Audience / Attendance for this Location	Description of Message	Length of Message	GM Dedicated or Other Sponsors Recognized	If Other Sponsors Recognized, length of GM's Exposure in Message
EX: 5 per each Home Game	Venue	1,267,500	Promotional advertising to drive traffic to the display area	:15	GM Dedicated	NA

PUBLIC RELATIONS PLAN **ATTACH PR PLAN IF ONE IS AVAILABLE ***						
Press Event (Y/N)	Quantity of Press Events	Level of GM Involvement in Press Event	Purpose of Press Event	Length of GM's Exposure in Press Event	Estimated # of Media Invited to each Press Event/Conference	

*** If a GM logo will be used on step-and-repeat style Backdrop signage at any of the above press events, please fill in the information below. If indicating signage below, please do not duplicate by also entering it in as a signage asset***			
Purpose of Press Event where Backdrop signage will be used	Quantity of logos (counting GM) on the Backdrop	Will the GM logo on Backdrop be black-&-white , 2-color, or 4-color	Estimated size of Backdrop (list height x width in feet)

Press Kit (Y/N)	Will there be a stand-alone release in the press kit about GM's involvement? (Y/N)	Will GM be "mentioned" (i.e. as a sponsor) in press releases contained within the press kit? (Y/N)	How many press releases will GM be "mentioned" in (not counting a stand-alone release)?	Estimated # of media to receive the press kits?
EX: Y	Y	Y	25	300

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Press Release (Y/N)	Quantity of stand-alone releases issued by promoter solely discussing GM's involvement?	Estimated # of media to receive the stand-alone release(s)? [If wire distribution is planned, please list "1,000" for the # of media]	Quantity of press releases issued by promoter that "mention" GM (i.e. as a sponsor)	Estimated # of media to receive the release(s) GM is a "mention" in? [If wire distribution is planned, please list "1,000" for the # of media]
EX: Y	1	1,000	25	1,000

Additional PR Assets

Media - Promotional and/or Dedicated *MUST INDICATE BELOW*****

NOTE: In all media submitted below, the QUANTITY column is to reflect a single, specific number of ads/spots the Promoter is committing, which will include GM.

MEDIA - ADDED VALUE						
Is the media listed below, "Added Value" to a separate Media Buy placed by Starcom? (Y/N)	Confirm that no elements of the GM Paid Media Buy are included below.	Who (Name) was the Media Buy placed with at GM Starcom?	When was the Media Buy agreed? (date)	Is "Incremental" media spending required for the Promotion/Event described here? (Y/N)	If yes, what?	# of other sponsors included
EX: Yes	Confirmed	Joe Smith Starcom Spot Buying Dallas	October 12, 2008	NO		NA

MAGAZINE ADVERTISING - List of quantity for each ad size/color by title separately. NOTE - For any publication not in our database, we will require you to provide a hardcopy of the publication's ratecard and circulation audit statement.												
Publication Name	Promotional = sponsor ID/info on event/promo message; OR "Dedicated" = solely GM message	Rate Card (Actual Net \$ paid to Publication) Per Ad	Edition / distribution (Quantity # if less than full circulation)	Position	Size of Ad	4-Color, Spot, or B&W	How many times will this same size/color ad run?	Circulation	Insertion Dates/ Issue	If Promo Ad, Size of GM Space/Logo	# of other sponsors included	Other
EX: Texas Monthly	GM Dedicated Advertisement	\$39,958 Net each	full circulation	Back-cover	full page	4-Color	2	304,195	Dec 2008 & Jan 2009	100% GM	none	
EX: Sports Illustrated (SW Ed)	Shared Promotional Ad	\$16,870 Net each	SouthWestern Edition	Interior Page	1/2 page	Black & White	2	427,000	Jan 12 & Jan 27 2009	2"x2" logo	3	

NEWSPAPER ADVERTISING - List quantity for each ad size/color, by newspaper, daily or Sunday separately. NOTE - For any publication not in our database, we will require you to provide a hardcopy of the publication's ratecard and circulation audit statement.														
Newspaper Title (include number of publications if group)	Promotional = sponsor ID/info on event/promo message; OR "Dedicated" = solely GM message	Newspaper Location City, State (Home Market)	Rate Card (Actual Net \$ paid to Publication) Per Ad	Edition / distribution (Quantity # if less than full circulation)	Placement in "Display" sections (news, business, sports, etc) or classified or in special magazine section, or free-standing-insert distributed with newspaper	Ad Size (in Column Inches)	4-Color, Spot, or B&W	How many times will this ad run Mon-Sat?	How many times will this ad run on a Sunday?	Circulation	Insertion Dates	If Promo Ad, Size of GM Space/Logo (in Inches)	# of other sponsors included	Other
EX: Dallas Morning News	GM dedicated	Dallas TX	\$6,445 for 1 page	full run	pre-printed insert	1 page of 4-page Tab	4-color	1	0	368,313	1/16/09	100% GM	no others	
EX: Dallas Morning News	Promotional: co-branded with Event and other sponsors	Dallas TX	\$25,782 NET for unit (space not printing)	full run	pre-printed insert	4-page tabloid	4-color	1	0	368,313	1/16/09	GM text listing on front cover 1"x2" and logo on sponsor page 2"x2"	3	
EX: Dallas Morning News	Promotional: co-branded with Event and other sponsors	Dallas TX	\$20,081 Net Each Daily, \$22,759 Sunday	full run	Run-of-Paper Display	3 columns by 10.5" (31.5 column inches - 1/4 page)	black & white	3	1	368,313	12/17, 12/28 2008 & 1/2, 1/8, 2009	2"x2"	3	

TV ADVERTISING - List quantity for each commercial length or daypart by station or network separately												
Local Station Call Letters / National Network	Promotional = sponsor ID/info on event/promo message; OR "Dedicated" = solely GM message	Location City, State (Home Market)	Local Cable TV "systems" in market & channels	Dayparts and Time Parameters	Description	Full Length of spot (:00 seconds)	If Promo Ad, Length of GM Time / Logo exposure in Seconds (:00 seconds) on one spot	Audio and/or Visual GM Identification	Quantity (Total # of spots)	Flight Dates (Start-End Dates)	# of other sponsors included	Other
EX: FOX Sports Network (FSN) SouthWest (FSS)	GM dedicated	Dallas/Ft Worth DMA only	Cox and Time-Warner Interconnects	Dallas Stars In-Game Play-by-Play	GM product commercial	:30	100% GM	both	1 per game, 12 total	Jan 1 thru Feb 28 2009	none	
EX: FOX Sports Network (FSN) SouthWest (FSS)	GM dedicated	Dallas/Ft Worth DMA only	Cox and Time-Warner Interconnects	Dallas Stars Pre-game or Post-game shows	GM product commercial	:30	100% GM	both	1 per game, 12 total	Jan 1 thru Feb 28 2009	none	
EX: WFAA-TV	Shared promotional spot	Dallas/Ft Worth DMA only		Run-of-Schedule (ROS) Mon-Sun 6am - 12 midnight	Promo spot with all sponsors' logo on screen	:30	:05 sec	video only	100	Jan 1 thru Feb 28 2009	3	

