



## COMMUNITY GIVING SPONSORSHIP & DONATION REQUEST GUIDELINES

### OBJECTIVES:

- Drive sales and customer traffic in Stage Stores retail locations
- Increase visibility of positive publicity for the Stage Stores brand
- Associate with brands that strengthen and enhance the bond between current and potential customers

All requests will be reviewed based on funding availability and established criteria:

### CRITERIA:

- Sales Driving - Request should include a component to drive sales and customer traffic to stores
- Reach - Majority of the core audience should be comprised of Stage Stores target customer, women 35-65
- Brand Fit - Association with the sponsored event or organization must enhance Stage Stores nameplate brand(s)
- Cost - Fee & activation expenses must be considered in combination so that overall sponsorship meets cost parameters

### PROCESS:

- Internal Associates & Field Management Request (Corporate) – Complete application found on Stage Stores Intranet site under Forms
- External Request (Community)- Organizations must follow the sponsorship request process to apply for Stage Stores' support for their organization or event
- Please email all completed applications and additional information to [Sponsorship@stagestores.com](mailto:Sponsorship@stagestores.com)

### METRICS POST-SPONSORSHIP:

- Total Audience Reached through sponsorship or donation (estimated attendee count)
- Total Audience that are Target women age 35-65 (estimated attendee count)
- Total Sales attributed to Sponsorship
- Conversion Rate of Attendees as measured by Coupon Redemption %
- Return on Sponsorship Spend (ROSS)
- Cost per Target Audience Member Reached

### STAGE STORES DOES NOT FUND SPONSORSHIPS FOR:

- Individuals
- Political or PAC Organizations
- Organizations or Events operating in communities where Stage Stores, Inc. does not do business
- Organizations that discriminate against people because of their age, race, creed, gender, handicap, sexual orientation, gender identity, ethnicity, or national origin

*The application should be completed for all sponsorship/donation requests, including festival/sports/event sponsors, gift card request, donation for raffles/auctions and any other forms of sponsorships. Deadline is 12 weeks prior to the event date.*



COMMUNITY GIVING SPONSORSHIP & DONATION REQUEST FORM

Please complete the request form below and submit with your organization's W-9 form and any additional information to [sponsorship@stagestores.com](mailto:sponsorship@stagestores.com) in order to begin the request process. All requests will be reviewed based on Stage Stores' sponsorship criteria and funding availability. Requests should be submitted a minimum of 12 weeks prior to the event. Thank You.

Organization Name	
Name of Person Requesting Sponsorship	
Organization Contact Information	
First Name	
Last Name	
Phone	
Email	
Address Line 1	
Address Line 2	
City	
State	
Zip	
Website	
Federal Tax ID Number	
Title of Sponsorship	
Briefly describe the Sponsorship request.	
How will the Sponsorship drive traffic and sales to a Stage Stores location?	
Will the majority of the attendees reach our core target customer, women age 35-65?	
What are the components of the Sponsorship? <i>(i.e. Program Books, Signage, Banners, T-Shirts, etc)</i>	
Location of Sponsorship Event, if different than Organization Address	
Event Date	/ /
Desired Decision Date	/ /
Sponsorship Fee	\$
Other companies involved and level of their involvement:	
Can Stage distribute coupons or promotional items at this event?	
Estimated total attendees of the event:	

