



BROWN-FORMAN

BROWN-FORMAN EVENT SPONSORSHIP APPLICATION OUTLINE

CONTACT/APPLICANT INFORMATION

- Provide a brief summary of your organization's mission.
- How does this mission align with Brown-Forman's focus areas?
- Provide your organization's adopted non-discrimination policy.

SPONSORSHIP REQUEST

- What is the name of the event?
- Please enter the amount you are requesting
- Provide a description of the event for which you are requesting sponsorship funds. If you are including multiple requests, you must indicate a dollar amount for each.
- Where is the event being held (i.e. the name of the venue)?
- Event Date
- Person Honored (if applicable)
- Expected Attendance
- Budgeted Net Income

IMPACT

- Select all populations expected to be served by this request.
- Explain how the funds raised from this event will support your community impact/mission.
- Describe the demographic and geographic makeup of the population(s) served by your organization.
- Organization Total Revenue
- Organization Total Expenses

ENGAGEMENT

- Are there Brown-Forman employees who currently serve on your board or actively volunteer for your organization?
 - o If yes, list Brown-Forman employees who currently serve on your board or actively volunteer for your organization and specify each employee's involvement.
- Over the past two fiscal years, has your organization received contributions and/or coordinated any volunteer projects that engaged Brown-Forman employees?
 - o If yes, list contributions your organization has received from Brown-Forman or our brands over the past two fiscal years and/or any volunteer projects that engaged Brown-Forman employees.

ATTACHMENTS

- List of the organization's leadership team and Board of Directors
- Copy of the IRS determination letter confirming your organization's status as a 501(c)(3) organization that is also a public charity
- W-9 Request for Taxpayer Identification Number and Certification completed within the same year as the application
- Detailed event budget, including income and expenses
- List of other event sponsors with amounts pending and committed
- Sponsorship Levels