

COMMUNITY SUPPORT APPLICATION

Today's Date		Event Date	
Contact		Title	
Organization			
Street/P.O. Box			
City/State/Zip			
Phone	E-mail	Fax	
Name of Event		Date/time of event	
Event description including background history such as attendance, money raised, audience			
Ticket information, if applicable			
Ad Grant Space (request):			
Organization Officer Signature		Date	

Your submission must be signed by an officer of your organization, verifying that the information provided is accurate.

Please include the following information with your request. (Please type and attach to application). Only completed applications will be considered.

- Cover letter, 501(c)3 letter, and organizational history. (Necessary for new requests only.)
- Sponsorship information, including all sponsors of the event and sponsorship levels and benefits (including logo placement, trade booth and event participation, speaking opportunities, event tickets, etc.). Please value the benefits.

1. Have you received support from the Telegram & Gazette in the past year? If yes, when and how much?
2. How will the Telegram & Gazette support be used?
3. What other media organizations have been contacted for support and what levels have been obtained or are anticipated?
4. Will you be purchasing any paid advertising for this event with the Telegram & Gazette? If so, how much?
5. Will you be promoting this event through other media? If so, where?
6. How will the Telegram & Gazette be acknowledged for its support?
7. The Telegram & Gazette reserves the right to reject or revise any copy deemed objectionable for any reason at its sole discretion.
8. The Telegram & Gazette reserves the right to use your organization/event in promotional ads.
Donated advertising space is intended for the sole use of your organization/event and cannot be brokered to any other business or organization.

By submitting the application, your organization agrees to indemnify and hold the Telegram & Gazette harmless against any legal claims made as a result of the advertising. The organization also agrees to waive any claim that it may have against the Worcester Telegram & Gazette relating to the selection process or publication of the advertising.

The application review process takes a minimum of four weeks. You will be notified by mail/email with an acceptance/decline letter to your request. This application should be received at least 60 days prior to your event.

Please submit to: Mary Dwinell
Marketing Manager
Worcester Telegram & Gazette
P.O. Box 15012

100 Front St., Worcester, MA 01615-0012
Phone: 508-793-9262 • Fax: 508-793-9313

TELEGRAM & GAZETTE
telegram.com

ADVERTISING GRANT GUIDELINES

The Worcester Telegram & Gazette may support community organizations, and programs through contributions of advertising space. Support may consist of an outright grant of advertising space or a grant matching space purchased by an organization qualifying for support.

Guidelines

Guidelines used to evaluate contributions of grant advertising space considered by the Worcester Telegram & Gazette include the following:

- A selected event/program should address a well-identified community need.
- A selected event/program should reach the general public, a Worcester Telegram & Gazette audience or both.
- Amounts spent to purchase advertising from other media will be carefully considered.
- The event/program and/or the organization's history, reputation, financial dependability and management must be credible.
- The event/program should not directly or indirectly promote sales or generate traffic to an alternate commercial outlet.

Organizations may apply for grant advertising once per calendar year. Applications for annual events will be evaluated using the above guidelines and will be treated as a new request each year. Prior acceptance will not guarantee acceptance for future annual events.

Organizations requesting contributions of in-kind advertising are required to complete the Worcester Telegram & Gazette Community Support Application. To obtain a form or more information, call (508) 793-9483. Completed forms and written queries should be addressed to:

Mary Dwinell
Marketing Manager
Worcester Telegram & Gazette
100 Front St., Worcester, MA 01615-0012
E-mail: mary.dwinell@telegram.com