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| Logo  Description automatically generated |  | sponsorship  Sponsorship Activity #6 |

# Logo, company name Description automatically generatedSponsorship PRICING (The RATE CARD)

A rate card is, by definition, a published price list for purchasing advertising time or space. In the sports, events and entertainment industry, a rate card typically refers to a list of prices associated with various pieces of inventory.

Table

Description automatically generated with medium confidence

**Step 1: In the space below, list all of your event sponsorship inventory.**

EVENT PROMOTIONS INVENTORY

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PRINT ADVERTISING INVENTORY

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GAME/EVENT PROGRAM ADVERTISING INVENTORY

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EVENT SIGNAGE INVENTORY

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DIGITAL / ONLINE ADVERTISING INVENTORY

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ADDITIONAL INVENTORY

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**Step 2: Assign a price to your event sponsorship inventory.**

EVENT PROMOTIONS INVENTORY

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PRINT ADVERTISING INVENTORY

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GAME/EVENT PROGRAM ADVERTISING INVENTORY

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EVENT SIGNAGE INVENTORY

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DIGITAL / ONLINE ADVERTISING INVENTORY

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ADDITIONAL INVENTORY

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**Step 3: In the space below, build your rate card. Use additional paper if necessary and consider asking art or graphic design students to help create a “sponsorship deck” or presentation to share with potential sponsors.**