

## TEL Sponsorship Guidelines



# How to become a Sponsorship Partner with the Tennessee Education Lottery!

Written proposals should be submitted to the Tennessee Education Lottery (TEL) 4 – 6 months prior to the potential sponsorship opportunity and should include, at a minimum, the information below.

The TEL requires the use of a contract that is created by the TEL and signed by the event and the TEL. The deliverables within the contract are created from the information provided in your proposal and final payment is contingent upon the execution of the items within the contract.

More than \$4.7 billion has been raised by the TEL to support education in Tennessee. The products that are sold by the TEL to support education are for adults 18 years of age and older. The TEL is committed to responsible play and participating in sponsorship opportunities that are age and audience appropriate for the brand.

### **Section I – Event Description**

This section should include:

- Brief description of the event
- History of the event
- Proposed event location, date(s), and hours of operation
- Attendance (actual numbers from the previous year and projected for current year)
- List of past and present sponsors
- Description of the audience associated with the event

### **Section II – Benefit to the TEL**

This section should demonstrate the extent to which the event will benefit the TEL and should include:

**Sales Potential** – the opportunity to operate a sales booth (**min. 10' x 10' or 10' x 30' for the TEL Marketing Vehicle**) and sell tickets on the event site.

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**Please Note:** The electrical hookup needed for a standard tent/booth is 120 vac hz, regular plug. The electrical hookup for the TEL Marketing Vehicle is 3 pole/4 wire, 250 volt/50 am. Also, please tentatively account for satellite space at 4' x 4' x 6'.

- Please state if the event will provide the TEL with tables, tent(s) and/or booth(s). If an event provides tent(s) and/or booth(s), it should provide lighting for the interior and exterior of tent(s) and/or booth(s).

**Visibility** – the likelihood that the event will attract significant media coverage or otherwise increase the visibility of the TEL within the community.

**Potential to Reach Players** – the likelihood that the event will reach a wide demographic and generate strong attendance numbers for potential players 18 years of age and older.

### **Section III – Sponsorship and Resource Requirements**

This section should include:

- A list of sponsorship options, which may include various sponsorship levels with strong details to support each option.
- A list of all media elements and the promotional value for each element in which the TEL would be included within the proposed sponsorship. Provide information around exclusivity --- is the TEL the only sponsor represented within the element, or is this shared exposure among all participating sponsors? Proposed elements may include, but are not limited to:
  - Logo inclusion on TV spots (Include a list of the TV stations, the length and number of TV spots, and the number of other sponsor logos included along with the TEL logo.)
  - Radio mentions (Include a list of the radio stations, the length and number of radio spots, and the number of other sponsors that are mentioned along with the TEL.)
  - Logo inclusion in print ads (Include a list of where the print ad will run, the size of the print ad and how many, and the number of other sponsor logos included along with the TEL logo.)
  - Logo placement on the event website (Include website analytics for the page where the TEL's logo will be placed, the number of other sponsor logos included along with the TEL logo, how long the logo will be on the website, if the logo includes a link, and if the TEL will receive analytics following the event.)
  - Social Media posts and mentions (Include the analytics for each site – number of followers/likes and engagement rate, is there exclusivity with the TEL, number of posts per platform, images or video, hashtags to be used, any tagging or mentions.)
  - On-site signage (Include the location of the signage, number and size of signs, length of exposure.)

## **TEL Sponsorship Guidelines**

**Please note – All sponsorship considerations will be based on the TEL staff availability.**

### **Proof of Performance**

Upon completion of the event, the TEL will receive a proof of performance showing that all contracted elements have been fulfilled. Examples of this information include:

- Final attendance numbers for the event
- Website analytics specific to the TEL's representation on the event's website
- Print tear sheets
- Guidebooks and/or programs with name/logo inclusion
- Logs of any public announcements
- Radio and/or TV affidavits from the stations
- Screenshots of website banners and/or social media posts
- Photos of outside banners/signage
- Any items outlined in the final sponsorship contract

### **Payment Policy**

The TEL has a 50/50 payment policy. When a contract has been signed by both parties, the TEL will make an initial payment of 50percent of the total sponsorship cost. The TEL must receive the proof of performance documentation for the items in the contract within forty-five (45) business days of the event before the second half of the sponsorship cost is paid. If an element has not been fulfilled, or substitutions are made without approval from the TEL, deductions from the final payment will occur as determined by the TEL.

### **Submitting a Proposal**

Please send all proposals by mail or email to:

The Tennessee Education Lottery Corporation  
Attn: Jennifer Littlejohn, Director of Marketing & Special Events  
26 Century Boulevard, Suite 200  
Nashville, TN 37214

Email: [Jennifer.Littlejohn@tnlottery.com](mailto:Jennifer.Littlejohn@tnlottery.com)  
Office: 615-324-6639  
Cell: 615-390-1709