

Oil 150 Event Sponsorship Guidelines

Adopted by the Oil 150 Steering Committee, March 9, 2009
Adopted by the ORA Executive Committee, March 11, 2009

Background

The Oil 150 Steering Committee of the Oil Region Alliance of Business, Industry & Tourism administers the national observance of the 150th anniversary of the discovery of the Drake Well in Pennsylvania which signified the birth of the oil industry in this country. This celebration has been named “Oil 150”. Among the activities used for commemorating Oil 150 celebration are many educational activities including operation of www.oil150.com, a nationwide Poster Initiative, production of the new oil history documentary for PBS television, nationwide Museum Kits Initiative, historical marker nominations and installations, essay contests, etc. Also among the activities promoting the celebration is the direct operation of a limited number of key Oil 150 events in Pennsylvania and elsewhere in the USA; such educational and/or fund-raising events are administered by Oil 150 staff and volunteers, often in conjunction with other sponsoring organizations, but with the central registrations, vendor payments, etc. through the office of the non-profit Oil Region Alliance.

While the foregoing is largely a centralized effort the vast majority of “oil history/anniversary” themed events especially in Pennsylvania are being operated and administered by other entities. The www.oil150.com website will include information as furnished about such events, without charge to the event operator. In addition, a moderate line-item in the overall Oil 150 budget authorizes the Oil 150 Steering Committee to approve subsidies to other public and/or private non-profit organizations which are conducting educational events during 2009.

Eligibility for Seeking Monetary Sponsorship from Oil 150 for Event

The Oil 150 Steering Committee will consider and act upon specific subsidy/ sponsorship requests submitted by event operators which meet all of the following eligibility criteria:

- (a) Event operator must be either an incorporated private non-profit organization (501 c-3) or a subsidiary of a public agency/municipality;
- (b) Event operator must be/become either a dues-paid member of the Oil Region Alliance, or a donor to Oil 150 of at least the Explorer level (meaning minimum donation of \$100), or a grantor to Oil 150;
- (c) Event operator must agree to carry out the responsibilities listed below if Oil 150 sponsorship is approved;
- (d) Event must be accessible to the general public either for free or at admission/registration rates which allow interested persons to attend and participate without discrimination.
- (e) The sponsorship amount requested must be less than 50% of the total cash costs of the sponsored event or activity. The maximum funding available from Oil 150 for sponsorship will be \$1,000. per event.

The Oil Region Alliance retains the sole right to accept or reject any request for event funding and will use the information submitted to make each final funding decision.

Procedure for Requesting Sponsorship

Please use the enclosed Oil 150 Event Sponsorship Request Form. For technical assistance when preparing your request, please communicate directly with Mr. Will Wingo, Oil 150 Director, Oil Region Alliance, P. O. Box 128, Oil City, PA 16301-0128; (814) 677-3152, Ext. 104; wwingo@oilregion.org. The completed request form should be sent to the attention of Mr. Wingo.

Sponsorship requests must be submitted in writing, to be reviewed by the Oil 150 Steering Committee. Applications must be received not later than 3/30/2009 to be considered on 4/13/2009 or by 4/27/2009 to be considered on 5/11/2009. Applicants will be notified as to the status of their sponsorship request within two business days after the Steering Committee meeting. Instructions will be provided to approved entities for the submittal of an invoice or multiple invoices, depending on the event details and time table.

Responsibilities of Recipients of Oil 150 Event Sponsorship Funding

An approved recipient of Oil 150 Event Sponsorship must agree to and carry out the following responsibilities which are conditions of this monetary support:

- (1) Prior to the event
 - (A) Submit a complete invoice for the agreed sponsorship amount.
 - (B) Immediately upon sponsorship approval begin including Oil 150 and the Oil Region Alliance in the lists of sponsors in all pre-event publicity, posters, ads, on-site signage, event websites, event news releases, event interviews, etc.
 - (C) Recipient must agree to use the Oil 150 logo in promoting the sponsored event and the applicant will adhere to the standard Oil 150 Logo Use Policy (see policy and logo request forms at www.oil150.com).
- (2) During the event
 - (A) Continue to acknowledge the Oil 150 and the Oil Region Alliance in the lists of sponsors being thanked from the podium, in on-site signage, in news releases, event advertisements, event websites, event interviews, etc.
 - (B) If ORA so requests, allow Oil 150 and/or the Oil Region Alliance to set up an products and books sales area, at no cost to Oil 150 or ORA.

(3) After the event

- (A) Continue to acknowledge the Oil 150 and the Oil Region Alliance in the lists of sponsors being thanked, post-event news releases, event websites, thank you advertisements, etc.
- (B) Within two weeks after the event, provide to Oil 150 a complete list of the event registrants and attendees including name, mailing address, phone, and e-mail for those events where such information is routinely collected. For events where such data is not ordinarily collected, but there are door prizes or other information-collection tools, the event operator will provide Oil 150 with a copy of the information from door prize drawing stubs, etc.

OIL 150 EVENT SPONSORSHIP REQUEST

Date of Event:

Date of Request:

Name of Event:

Location of Event:

Name of Event Operator:

Contact Person's Name and Title:

Contact Person's Mailing Address:

Contact Person's Telephone:

Contact Person's E-Mail Address:

Description of Event:

Information on Prior Operation of This Event:

2009 Attendance Estimate:

Total Budget for Event in 2009: \$ _____ (Must enclose event budget).

Admission/Registration Fee:

Amount Requested from Oil 150/Oil Region Alliance: \$ _____

Please attach any pertinent supplemental information on this event, such as current or past advertising materials, programs, or similar items.

“I have read the Oil 150 Event Sponsorship Guidelines and agree to comply. By signing this request, I certify that I am authorized by the event operating agency and that the agency also agreed to comply with the requirements in the Oil 150 Event Sponsorship Guidelines.”

Name of Authorized Agent:

Date Signed