



Local Advertising Opportunity Request Information/Process

This application is for local organizations that are seeking small amounts of money for offerings such as little league sponsorships, ads to be placed in local community bulletins, programs, etc. This request is not limited to these examples, but it is limited to advertising opportunities which follow the general principle of “local community based advertising efforts.”

The Process for requesting funds is as follows:

1. Please submit the following page of information along with any supporting documentation you may have to: 2631 Liberty Ln., Janesville, WI, 53545 – Attn: Local Advertising
 - a. Please do not call or email us for status updates on your request.
2. This information is kept on file until the end of each calendar month, at that time, any requests which have been received will be sent out to Store Management Personnel for their decision.
 - a. Please be mindful that funds which are available for each store to allocate are limited.
 - b. One-on-One meetings with Store Management Personnel are discouraged.
3. Store Management has until the 14th of each month to respond back to funding requests.
 - a. Any requests not granted will be kept on file for future consideration.
4. Organizations which have been allocated a portion of the local advertising budget will then be contacted by our corporate office - notifying them of the allocation amount and any other applicable details.
 - a. Organizations which have not been allocated a portion of the budget, will not be contacted.
 - b. Please do not contact us for status information on your request.
 - c. If you have not heard back from us by the 20th of the following month, you can presume the allocation request for that month has not been granted.
5. Organizations will then have 90 days to provide Woodman’s with verification of the funds being used for the agreed upon purpose.



Local Advertising Opportunity Details

Name of Organization: _____
(Please Print)

Mailing Address: _____
(Please Print)

Name of Contact: _____ Phone Number: _____
(Please Print) (Please Print)

Email Address: _____
(Please Print)

Amount Requested: _____ Today's Date: _____
(Please Print) (Please Print)

Advertising Period: _____
(Please Print. Example Answer: "7/1/13-9/30/13")

Approximate # of Impressions* during Period: _____
(Please Print. Example Answer: "100,000.")

*"Impressions" refers to the amount of people who will see (or have the chance to see) the Woodman's logo/advertisement.

Rational For # of Impressions and Explanation of How the Funds will be Used:

(Please Include Additional Documentation As Needed.)

Please attach to this document any other information which you deem relevant:

This may include dates for events the advertisement will be seen in, historical information about the group, how many members your group has, how much money you raise from public and private sources, etc, etc.