



### Local Advertising Opportunity Request Information/Process

This application is for local organizations that are seeking funds for offerings such as little league sponsorships, golf outings, ads to be placed in local community bulletins/programs, etc. in which Woodman's receives some form of public recognition (advertising or otherwise) for their contributions. If your request does not include a public recognition component, please complete a Donation Request form instead.

#### Request Guidelines:

1. Please submit the following page along with any supporting documentation you may have **at least 60 days in advance**. Mail your request to:  
Woodman's Food Markets  
ATTN: Local Advertising  
2631 Liberty Ln.,  
Janesville, WI, 53545
2. Due to the large volume of requests we receive we are unable to provide updates on the status of your request; only organizations with approved requests will be contacted. Please do not contact us for updates on your request.
3. If you have not heard from us within 30 days of submitting your request, you can assume your request has not been approved.
4. Organizations which have approved requests will be contacted by our corporate office to notify them of the approved amount and any other applicable details.
5. Individual Woodman's store locations are not able to accept, approve or otherwise provide updates on requests. Please do not visit stores to speak with store management about a request.
6. Organizations that do receive funding are asked to provide verification of the funds being used for the agreed upon purpose within 90 days of the event. Additional details will be provided upon notification that a request has been approved.
7. Woodman's does not accept requests from organizations working on-behalf of another organization and Woodman's does not participate in team/club "coupon cards" or similar promotions.



**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: \_\_\_\_\_ Non-Profit: Yes No Tax ID #: \_\_\_\_\_  
(Please Print. Example Answer: "7/1/13-9/30/13") (Please Circle)

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:**

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(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.