This form will allow the event liaison(s) and the Event Coordinator to communicate what is needed to run a smooth event. Included with this form is: (1) a copy of an agreement for the location and (2) a copy of a press release which when filled out early can provide contact with the media. THIS IS A WORKING DOCUMENT. If there are parts of this form not filled out, your plan needs to be included so that others can assist if needed. If parts of this form are left blank, it is the liaison(s) responsibility to follow up communicating the progress with the Event Coordinator. Contact Event Coordinator with any questions or comments you may have.

**This form should be sent to Event Coordinator listed below:**

Marty Stringfield

225 Jones Street

Cambria, WI 53923

E-mail: [msstring@centurytel.net](mailto:msstring@centurytel.net).

Phone: Home: 920-348-4093 Cell: 920-210-7415

# Section I: Event Name, Type and Date(s)

Name of the Event:

Date (give more than one if flexible):

Event Type: Race Weight Pull Meeting Other (define):

# Section II: Liaison Information

Name:

Address:

City/State:       State      Zip:

Phone: Home:       Cell:       Other:

Email:

Name:

Address:

City/State:       State      Zip:

Phone: Home:       Cell:       Other:

Email:

# Section III: Event Location and Directions

Name of Location:

Address:

City/State:       State      Zip:

Contact person:

Phone: Home:       Cell:       Other:

Email:

**Check List:**

Logos sent to [msstring@centurytel.net](mailto:msstring@centurytel.net) **sponsors are responsible for providing logos**.

Signed event agreement

**Directions:**

Current directions are listed on: TSAMC web site TSAMC newsletter other:

OR, Directions:

# Section IV: Sponsors

**Check List:**

Logos sent to [msstring@centurytel.net](mailto:msstring@centurytel.net) sponsors are responsible for providing logos.

Establish with the provider when and where the contribution will be delivered and stored.

Trophies for this event

Special promotions needed: (i.e. posters, interviews, parades etc.)

**List all sponsors that give items or donations for the event:**

Sponsor:

Address:

City/State:       State      Zip:

Contact person:

Phone: Home:       Cell:       Other:

Email:

Web Site:

Contribution: Dog Food Cash Donation: $      Trophies Press Coverage

other:

Sponsor:

Address:

City/State:       State      Zip:

Contact person:

Phone: Home:       Cell:       Other:

Email:

Web Site:

Contribution: Dog Food Cash Donation: $      Trophies Press Coverage

Sponsor:

Address:

City/State:       State      Zip:

Contact person:

Phone: Home:       Cell:       Other:

Email:

Web Site:

Contribution: Dog Food Cash Donation: $      Trophies Press Coverage

If there are additional sponsors use the above format to list them below:

# Section V: Press Release

Each press release adds a quote from the liaison(s). Please add a short statement about the event, dogs, people, sport or club that you especially see as a wonderful plus to the event. The TV stations and newspaper editors may ask you about this or use this as a quote.

Use the following space to provide names of available media sources. Please consult your yellow pages to provide as many as possible (especially those with Public Service Announcements).

Media Type (if applicable provide call letters in space provided):

TV      Radio      Newspaper Other:

Company Name:

Address:

City/State:       State      Zip:

Phone:       Fax:       Other:

Contact person:

Phone: Home:       Cell:       Other:

Email:

Web Site:

Media Type (if applicable provide call letters in space provided):

TV      Radio      Newspaper Other:

Company Name:

Address:

City/State:       State      Zip:

Phone:       Fax:       Other:

Contact person:

Phone: Home:       Cell:       Other:

Email:

Web Site:

Media Type (if applicable provide call letters in space provided):

TV      Radio      Newspaper Other:

Company Name:

Address:

City/State:       State      Zip:

Phone:       Fax:       Other:

Contact person:

Phone: Home:       Cell:       Other:

Email:

Web Site:

Use the above format to attach any additional Press Release information