

# Wildhorse Resort & Casino

## Sponsorship Proposal Guidelines

Wildhorse Resort & Casino receives hundreds of proposals for sponsorships each year. In order to streamline processing, we ask that you please use the following guidelines when developing your proposal.

**All donation requests must be received in writing** and may be sent by any of the following methods:

- **E-mail:** Please send all email request to [requests@wildhorseresort.com](mailto:requests@wildhorseresort.com)
- **Fax:** (541) 966-1640
- **U.S. Mail:**  
Tiah DeGrofft  
Wildhorse Resort & Casino  
Sponsorship Request  
46510 Wildhorse Blvd.  
Pendleton, OR 97801

All donation requests require a minimum of **60 days** processing time from the date the request is received and must be received and processed prior to the date of your event.

When writing your proposal, please be as specific as possible (i.e., number of ad insertions, minimum number of verbal mentions, logo or name listing as opposed to “recognition”).

Please be sure to include the following:

- Basic event information (when, where, what, why, who benefits, etc.).
- All sponsorship benefits.
- Sponsorship fees.
- Contact information.
- A list of other partners.
- Deadlines and specifications where applicable (i.e. printing, advertising, etc.).
- A completed IRS W9 form

### **Crucial Elements**

The items listed below are factors that will be heavily weighted for all sponsorships.

#### **Image Agreement**

Any partnership must enhance Wildhorse Resort & Casino’s image as a high quality gaming establishment. Properties that do not allow promotion of gaming activities will not be considered.

#### **Event History and Potential**

Established organizations and events will need to show a successful history and a potential for future growth or at least stability. New events or organizations will need to show a solid business structure and strong community support. Support from respected organizations can boost the credibility of a sponsorship property, so note your top sponsors or other significant partnerships.

## **Marketing Value**

Sponsorships are heavily weighted for their value in spreading awareness of Wildhorse Resort & Casino, our promotions, programs and enhancing our image. The following are key areas on which we focus:

### *Advertising*

The amount of targeted print, radio, and television advertising, bill boards, posters, banners, and other ad-like communication vehicles are heavily weighted. Wildhorse Resort & Casino typically prizes logo placement above the listing of our name. The opportunity to include a message is optimal. Where appropriate, include numbers related to readership, viewership, listenership, impressions, or other standard media metrics. Please note that any media value quotes will be discounted according to whether they include a name listing, logo-only, or sponsor message.

### *Promotional*

Coupons and other forms of direct response marketing are valued for their measurability and ability to drive customers to the casino. Therefore, the opportunity to distribute coupons, to have special discounts printed in ads, on flyers, or on ticket backs is heavily weighted.

### *Target Audience Reach*

When reviewing sponsorships, Wildhorse Resort & Casino asks what target audience is being reached by the property and how effectively this particular opportunity reaches them. Note any relevant demographics.

### *Direct Sales*

Opportunities for personal contact with attendees, vendors, and other sponsors are highly valued. These include networking events, use of contact lists and booth opportunities.

### *Exclusivity*

Category exclusivity (the only casino) is highly prized and at higher sponsorship levels, mandatory.

### *Publicity*

Press releases are not heavily weighted, since there is little control over inclusion of sponsors in the final edited copy and editors are notorious for editing them out.

## **Other Elements**

The following elements can add to the attractiveness of a sponsorship but are not by themselves sufficient for approval.

### **Tribal/Political**

*Cultural Significance.* Environmental issues, tribal history, tribal arts, and tribal history and culture could all add to the attractiveness of a sponsorship.

*Access to Decision Makers/Influencers.*

Because Wildhorse Resort and Casino operates in a field that includes businesses, government agencies and officials, and non-profit organizations, we look favorably upon sponsorships that provide opportunities for positive interaction with representatives from these groups.

## **Hospitality**

Wildhorse Resort and Casino seeks to provide our very best players with unique or exclusive opportunities. Sponsorships frequently offer such activities. Hosted chalets, back stage passes, celebrity meet and greets, etc. are examples of valuable hospitality-oriented activities.

## **Employee Benefits**

In addition to using event passes for our best customers, they can also be used for employee incentive programs. General admission or other low level entry tickets, provided in greater quantity than hospitality-related passes, can add value to a sponsorship.

## **Implementation Demands**

The property fee is just the beginning of the costs involved in fully activating a sponsorship. The committee also looks at the need for other resources including labor and materials related to banner creation and delivery, staffing at a booth or networking function. The more resources the event can provide, such as tents, tables, chairs, and signage, the more attractive a sponsorship will be.

## **Proof of Performance**

All companies are facing increasing pressure to show a strong return on sponsorship investments. A detailed and comprehensive audit of performance with photos of banners and billboards, attendance figures, and other evidence of benefits delivered is preferred at lower levels and mandatory at high levels of investment.

## **Pitfalls**

The following are issues we have come across in reviewing sponsorships:

- No date noted for the event.
- Unspecified, vague, or ambiguous benefits or fees.
- Lack of contact information or contact is hard to reach.
- Unnecessary multi-media presentations.
- Cumbersome binders, covers, or other presentation formats.
- Unrealistic deadlines.

Wildhorse Resort and Casino will not sponsor the following:

- An individual.
- An individual sports team.
- Groups which seek to influence elections or legislation.
- Organizations for sectarian or religious purposes.
- Private foundations or endowment funds.
- Retire debt or make up operational deficits.
- Institutions which in policy or practice unfairly discriminate against race, ethnic origin, sex, creed or religion.
- Properties that do not allow promotion of gaming activities will not be considered.

## **Timing**

Unfortunately the number of applications seeking support will always exceed the funds available and worthwhile programs cannot be guaranteed support regardless of merit. Please allow a minimum of 60 days from the time of submission to allow us to process your request.

*Please note that due to the high number of requests we receive, proposals and any included materials will not be returned.*