Event Inventory / Assets Checklist

It is essential to know what the most basic components of your event are, whether they are owned or controlled by you, so that they can be provided as rights and benefits in exchange for sponsorships.

Need to Know – Overall - Event Stats
- Brief description of the who, what, when where, why of your event
- Dates
- Location
- Venues
- Primary event elements – race, parade, craft areas, entertainment, etc.

Key Audiences You Provide Access To
- Membership
- Volunteers
- Board
- Customers / Attendees - audience size and composition (demographics and psychographics)

Marketing / Media / Promotion
- Advertising expenditures and mix – radio, TV, print, social
- Co-sponsor promotion – leveraging sponsorships with one another
- PR / Publicity coverage (historic)
- Collateral materials – publications, programs, maps, posters, brochures, banners, signage, tickets

On Site Assets
- Commercial Displays or Booths – sampling, demonstrations, couponing, giveaways
- Recognition – signage, banners, marquee, PA announcements
- Events within Your Event – fairs, concerts, contests, promos, galas
- Key Stationery Areas Within Your Event – stages, exhibits, kids area, volunteer area, food court, beverage gardens, recycling stations, parking areas, luas

Hospitality
- Event Admission – tickets, passes, parking passes
- Special Hospitality - VIP areas, private receptions, previews, entertainment, lodging

Other Assets *(with limited use, that you as the event organizer control)*
- Mailing Lists
- Email databases
- Merchandise

Outside the Box Assets
- Anything that you have to pay for, that would be a great fit for the right sponsor – insurance, luas, dress rehearsals, sound checks, transportation