

# PARTNERSHIP PROPOSAL

Evaluation Checklist for Property Owners & Marketing Partners

Use this checklist to evaluate property relationships or determine marketing partnership viability. If information is limited, communicate with the applicant or re-evaluate at a later date.

## CORE PROPERTY INFORMATION

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- Full Event Name**  
The official formal title of the project or activation.
- Date and Location**  
Specific timing and the venue address.
- Property Ownership & Presentation**  
Legal owner and official presenter of the property.
- Property Brief**  
Concise summary of property history and purpose.

## IMPACT & STRATEGIC ALIGNMENT

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- Objectives & Community Impact**  
Expected results and economic benefits to the local community.
- Marketing & Promotion Plan**  
Strategy overview and target market demographics.
- Customized Partnership Options**  
Specific ways for partners to engage with the property.
- Investment & Alliance Type**  
Required commitment and role (Sponsor, Donor, or Business Partner).
- Additional Revenue Streams**  
All other confirmed or projected income sources.

## CONTACT INFORMATION

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- Representative Contact Details**  
Full name, email, and phone number of the primary contact person.

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If the relationship lacks growth potential, make a determination based on the provided data.  
Explore more resources at [thepublicrelationsvenue.com](https://thepublicrelationsvenue.com)