



Sierra Trading Post Strategic Partnership Request Form

Thank you for your interest in partnering with Sierra Trading Post. The goal of a Sierra Trading Post strategic partnership is to increase visibility and exposure for both parties, and lead to long-term, mutually beneficial relationships. A partnership plays a role in non-traditional marketing plans that assist our organization in securing new customers and leads while assisting our partners in meeting their own business objectives.

To help us better understand your opportunity, please complete this marketing questionnaire form and provide any supplemental information you would like us to consider. We will make our best effort to respond in a timely manner.

Please Keep in Mind:

If your request is specific to an event date, it must be submitted a minimum of 4 weeks prior to the anticipated event date.

You will have an opportunity to attach additional information; however those attachments will only be used to supplement your responses, not to substitute this marketing questionnaire.

Successful requests reflect average site traffic, social indicators (i.e. likes, followers, subscribers, etc.), and other metrics (as identified), as well as other traditional marketing media components and promotional collateral.

Your organization’s information is considered private and confidential and will only be used in the partnership selection process.



- 1. Name of Organization: _____
 - a. Organization’s mission/core values: _____
 - b. Organization’s top 3 business objectives: _____

- 2. Brief description for partnership request and desired outcome of partnership (generate sales/leads, contest sign-ups, customer acquisition/retention, event attendance, etc.):
 - _____
 - _____
 - _____
 - _____

3. If the request is event specific, please indicate historical attendance numbers and projected attendance numbers, along with on-site exposure for Sierra Trading Post (signage, on-site booth, PA announcements, etc.).

a. Is there an opportunity for the distribution of Sierra Trading Post coupons, catalogs or items?

4. Is there a fee or sponsorship associated with this partnership request?

a. If so, what is the proposed amount and what assets are included at that level?

5. If you are requesting goods or gift cards, what types and quantity are you requesting, and what will they be used for?

6. Does your organization have a need for content sharing/generation?

7. Please describe the demographics associated with your organization; who is your target audience and top influencer (lifestyle/interests, geo, age, gender, household income, profession, etc.)?

8. Does your organization offer any print or digital publications/newsletters/blogs that Sierra Trading Post could receive advertisement exposure in?

9. What types of promotional/marketing collateral would Sierra Trading Post be recognized in and at what level (logo on brochures, flyers, merchandise, annual report recognition, press releases,

member newsletters, radio announcements, TV, print, digital advertisements, social media recognition, posters, etc.)?

10. Would Sierra Trading Post have access to your mailing or opt-in email databases?

- a. Would your organization send out messages on behalf of, or in partnership with Sierra Trading Post (i.e. *A Summer Offer from Our Partners at Sierra Trading Post*)? _____

11. Would there be an opportunity for Sierra Trading Post to have an ad or clickable logo link on your organization's website? _____

- a. If so, please provide URL, average site traffic, average number of unique visitors, and other valid website/social metrics.

12. Please provide additional details of other benefits Sierra Trading Post would receive from this partnership.

13. Contact Information:

Name: _____

Telephone: _____

Email: _____

Website: _____

Social Media: _____

**Please return this completed form and additional supplemental information to:
StrategicPartner@SierraTradingPost.com**