

Sales / News Event Form

AE Name	
Client & Agency	Client: Agency:
Dates of Campaign	
Dates/Times of News <i>Suggested</i>	
Contact person (set up interviews, appearances)	Name: Phone: Email:
Talent Request	
Address of event	
Client Goal	
Client needs/wants	
Is the deal finalized or pending?	Finalized Pending
Is there a web component? Ads? Internet revenue?	Yes No
Contest? FB/Web Money allocated	Yes <i>(all contest and ticket giveaways must have money attached)</i>
Is Web IO entered? OSI Order #	Yes No OSI Order #
Contest information submitted? Rules guidelines to Suzanne?	Yes No <i>(information must be submitted TWO WEEKS prior to start)</i>
Revenue attached to event	
Revenue last year vs. this year Share	2016: Amount: \$ Share: \$ 2017: Amount: \$ Share: \$
Additional comments -event information (history) -segment topic ideas -contest information	
When do you need an answer?	