



PARTNERSHIP REQUEST FORM

Thank you for your interest in partnering with the Florida Lottery!
Please fill out this form and email it, along with your official proposal, to partnerships@flalottery.com no later than 3 months prior to your event.

Section 1. General Information

Organization Name:

Address: City: State: Zip:

Website:

Primary Contact: Phone:

Email:

FEI/EIN#: Total Partnership Requested Amount:

**Vendor must have the following items completed prior to a partnership agreement being approved by the Florida Lottery or the Lottery may decline the request. Vendor must be registered to do business with the State in [Sunbiz](#) and be an active vendor in [MFMP](#) with an active W9 matching the name of the organization and FEI/EIN included on this partnership request form.*

Section 2. Organization Background

Briefly describe your organization's background and mission.

What education levels does your organization impact? Select all that apply.

Elementary School
(K - 5th Grade)

Middle School
(6th – 8th Grade)

High School
(9th – 12th Grade)

Post-Secondary
(College/Trade School Programs)

Briefly describe what you hope to achieve through a partnership with the Lottery?

Section 3. Event Information

Event Name: Date(s):

Location: Estimated Number of Attendees:

Will Bright Futures recipients be in attendance? Yes No

Who typically attends? Provide brief description of audience demographic.

Section 4. Statistics

Please enter the requested quantities below.

Social, Digital, & Website:

of unique website visitors per month:

of newsletter recipients:

of email recipients:

of social media followers:

Printed Material & Signage:

of event Programs:

of displays/boards:

Media:

of radio spots/runs:

of weekly viewers:

of weekly listeners:

of PA announcements:

of TV spots/runs:

of release recipients:

Miscellaneous:

Please briefly describe any other partnership information that you would like us to consider that is not captured in any other location on this incoming partnership request form.

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Instructions: Please click in the box in the Section/row column (far left column) for each row of deliverables to include in the agreement. Please make sure that an “v” appears inside the check boxes of the deliverables that are selected. Please also be sure to enter quantities where applicable for each identified deliverable, in the applicable column. Text in red denotes, rows where quantities should be listed next to the deliverable in the applicable column.

Section 1	Digital			
<i>Click check boxes of applicable deliverables to include in agreement.</i>	Title	Deliverable/Task	Media Platform(s), if applicable	Quantity
<input type="checkbox"/>	Website/Logo	The Lottery must receive inclusion of the Lottery’s logo and/or wordmark on the Contractor’s websites with a link back to http://www.flalottery.com/brightfutures and/or www.floridabrightfutures.gov . The logo and/or wordmark placement must be approved by the Lottery prior to going live.		
<input type="checkbox"/>	E-Newsletter Feature Write-Up	The Lottery must receive a feature write-up with mention and reference to the Lottery’s contributions to education in a minimum of <Insert No.> - <i>electronic newsletter(s) in the Sponsor Highlight section.</i> The E-Newsletter must be distributed no later than <Insert Date> to a minimum of <Insert No.> recipient(s). The E-newsletter(s) write-up must be approved by the Lottery prior to distribution.		
<input type="checkbox"/>	Blog Post	The Lottery must receive inclusion of the Lottery’s logo, wordmark, and/or photo of a designated Lottery representative, with a feature story highlighting the Lottery as a partner of the Event in a minimum of <Insert No.> blog post. The blog post and placement of the Lottery’s logo, wordmark, and/or photo of a designated Lottery representative must be approved by the Lottery prior to distribution.		
<input type="checkbox"/>	Webpage Story	The Contractor must run <Insert No.> follow-up story(ies) on the Contractor’s webpage outlining the outcomes of the Partnership. The post must highlight the Lottery’s contribution to education in the state and/or the Bright Futures Scholarship program, and outcomes learned as indicated during the Agreement Term. The story content		

		must be approved by the Lottery prior to distribution.		
<input type="checkbox"/>	Social Media	The Lottery must receive inclusion of the Lottery's logo, a photo of a designated representative, and/or content provided by the Lottery in a minimum of <Insert No.> social media post(s) on the Contractor's Facebook, Instagram, LinkedIn, and/or X (formerly Twitter) accounts. All social media posts must tag the Lottery's social media accounts with @floridalottery and #fundingfutures . All content must be approved by the Lottery prior to posting.		
<input type="checkbox"/>	Social Media Campaign	The Contractor must coordinate with the Lottery to run a social media campaign for a total of <Insert No.> post(s) on the Contractor's Facebook, Instagram, X (formerly Twitter), and/or LinkedIn social media accounts. Each unique post must highlight the Lottery's contribution to education in the state and/or the Bright Futures Scholarship Program, and outcomes learned as indicated during the Agreement Term. All social media posts must tag the Lottery's social media accounts with @floridalottery and #fundingfutures . All content must be approved by the Lottery prior to posting.		
<input type="checkbox"/>	Registration Information Form	The Lottery must receive inclusion of the Lottery's logo and/or wordmark on the Event registration information form, which must be display no later than <Insert Date>. The logo and/or wordmark placement on the registration information form must be approved by the Lottery prior to distribution.		
<input type="checkbox"/>	Electronic Newsletter	The Lottery must receive inclusion of the Lottery's logo and/or wordmark and a minimum of <Insert No.> editorial feature(s) in the Contractor's electronic newsletter. The editorial feature and placement of the Lottery's logo and/or wordmark must be approved by the Lottery prior to distribution.		
<input type="checkbox"/>	Electronic Newsletter Editorial Feature	The Lottery must receive a minimum of <Insert No.> editorial feature(s) in the Contractor's electronic newsletter to include the Lottery's logo, wordmark, and/or photo of a designated Lottery		

		representative, highlighting the Lottery as a partner of the Event. The editorial feature must be approved by the Lottery prior to distribution.		
<input type="checkbox"/>	E-Blast	The Lottery must receive inclusion of the Lottery’s logo, wordmark, a photo of a designated Lottery representative, and/or content provided by the Lottery in a minimum of <Insert No.> E-Blasts to the Contractor’s database. All content must be approved by the Lottery prior to sending.		
<input type="checkbox"/>	Bright Futures Video	The Lottery must receive inclusion of a thirty second Lottery Bright Futures video highlighting the Lottery’s contributions to the Bright Futures Scholarship Program displayed on the Contractor’s webpage and to be posted throughout the term of the Agreement. The thirty second video will be provided by the Lottery.		
<input type="checkbox"/>	Full Page Banner Ad	The Lottery must receive inclusion of a full-page color Lottery advertisement to be displayed on the Contractor’s webpage throughout the term of the Agreement. The web banner ad will be provided by the Lottery.		
Section 2	Marketing and PR Material			
Item Number	Title	Deliverable/Task	Media Platform(s), if applicable	Quantity
<input type="checkbox"/>	Press Release	The Lottery must receive inclusion of the Lottery’s name as a sponsor and/or a <Insert No.> quote from a designated Lottery representative in a minimum of <Insert No.> press release(s) about the Event during the term of the Agreement. The press release(s) must be approved by the Lottery prior to distribution.		
<input type="checkbox"/>	Media Advisories	The Lottery must receive inclusion of the Lottery’s name as a sponsor of the Event in a minimum of <Insert No.> media advisories to be distributed to a minimum of <Insert No.> media source(s). A copy must be approved by the Lottery prior to release.		
<input type="checkbox"/>	T-Shirt Logo Inclusion	The Lottery must receive inclusion of the “Lottery Funds Bright Futures” logo on		

		all t-shirts for attendees at the Event. The logo will be provided by the Lottery. The t-shirts must be approved by the Lottery prior to printing.		
<input type="checkbox"/>	Radio Advertisement	The Lottery must receive inclusion of the Lottery's name mentioned as a sponsor in a minimum of <Insert No.> radio advertisement(s) related to the Event no later than <Insert Date>. The radio advertisement(s) must be approved by the Lottery prior to airing.		
<input type="checkbox"/>	Radio Interview	A designated Lottery representative must receive the opportunity to participate in <Insert No.> radio interview(s) related to the Event no later than <Insert Date>. The exact date and time must be agreed upon by both Parties.		
<input type="checkbox"/>	TV Advertisement	The Lottery must receive inclusion of the Lottery's name and/or logo as a sponsor in a minimum of <Insert No.> TV advertisement(s) about the Event airing on a minimum of <Insert No.> television station(s) no later than <Insert Date>. TV advertisement(s) must be approved by the Lottery prior to being aired.		
<input type="checkbox"/>	Event Programs	The Lottery must receive inclusion of the Lottery's name and/or logo on the sponsor page of the Contractor's Event programs, which must be distributed on or before <Insert Date>. A copy must be approved by the Lottery prior to printing.		
<input type="checkbox"/>	Event Program	The Lottery must receive inclusion of <Insert No.> designated Lottery representatives' headshot(s) and biography(ies) on the Event programs to be distributed on or before <Insert Date>. The content and placement in the program must be approved by the Lottery prior to printing.		
<input type="checkbox"/>	Program Advertisement	The Lottery must receive inclusion of a full-page color Lottery advertisement in a minimum of <Insert No.> Event programs, which must be distributed during the Event on <Insert Date>. The full-page color Lottery advertisement will be provided by the Lottery prior to printing.		

<input type="checkbox"/>	Flyer Mention	The Lottery must receive inclusion of the Lottery's name and/or logo as a sponsor in the Contractor's flyers to be distributed area-wide no later than <Insert Date>. The program mention(s) and placement must be approved by the Lottery prior to printing.		
<input type="checkbox"/>	Newspaper Advertisement	The Lottery must receive inclusion of the Lottery's name and/or logo in a minimum of <Insert No.> newspaper advertisements about the Event, which must be published in at least <Insert No.> area newspaper(s). The copy must be approved by the Lottery prior to publishing.		
<input type="checkbox"/>	Sponsor Board	The Lottery must receive inclusion of the Lottery's name and/or logo on the Contractor's sponsor board, which must be displayed during the Event on <Insert Date>. The Contractor must create the sponsor board. The Lottery's name and/or logo placement must be approved by the Lottery prior to advertising.		
<input type="checkbox"/>	Sponsor Signage	The Lottery must receive inclusion of the Lottery's name and/or logo on the Event Sponsor Signage. Lottery will provide the logo and the Contractor must create and produce the sponsor signage. A copy of the sponsor signage must be approved by the Lottery prior to printing.		
<input type="checkbox"/>	Posters	The Lottery must receive inclusion of the Lottery's name and/or logo as a sponsor on a minimum of <Insert No.> Event posters to be displayed area-wide no later than <Insert Date>. Poster(s) must be approved by the Lottery prior to printing.		
<input type="checkbox"/>	Program Workbooks	The Lottery must receive inclusion of the Lottery's logo on all the Event program workbooks. The Lottery will provide the logo. The logo placement must be approved by the Lottery prior to distribution		
<input type="checkbox"/>	Marketing and Logo Placement	The Lottery must receive inclusion of the Lottery's logo and/or name placement on all marketing and print materials related to the Event no later than <Insert Date>. The content must be approved by the		

		Lottery prior to distribution.		
<input type="checkbox"/>	School Invitations	The Lottery must receive inclusion of the Lottery's logo and/or wordmark on all Event invitations distributed to schools for the Event no later than <Insert Date>. Placement of the logo and/or wordmark must be approved by the Lottery prior to distribution.		
<input type="checkbox"/>	Vendor Invitations	The Lottery must receive inclusion of the Lottery's logo and/or wordmark on all Event invitations distributed to vendors for the Event no later than <Insert Date>. Placement of the logo and/or wordmark must be approved by the Lottery prior to distribution.		
Section 3		Reports		
Item Number	Title	Deliverable	Media Platform(s), if applicable	Quantity
<input type="checkbox"/>	Progress Report	The Contractor must provide the Lottery an end of the year comprehensive academic progress report no later than <Insert Date>. The Contractor must provide a progress report which is inclusive of student test scores, college scholarships earned, and major academic improvement success stories.		
Section 4		On-site Engagements		
Item Number	Title	Deliverable	Media Platform(s), if applicable	Quantity
<input type="checkbox"/>	Bright Futures Feature	The Lottery must receive <Insert No.>, <Insert minute(s) ex: 3-to-5-minute> Bright Futures Scholarship Feature(s) during the Event on the mainstage. The Contractor must provide a minimum of <Insert No.> Bright Futures Scholarship recipients to highlight during the Bright Futures Scholarship Feature and a completed Bright Futures Testimonial/Photo Release Form for each recipient. The feature must be accompanied by <Insert No.> pre-recorded and/or on-site speaking opportunity by a designated Lottery representative and <Insert No.> Public-Address Announcement(s). The script for the Public-Address Announcement will be provided by the Lottery.		
<input type="checkbox"/>	Bright Futures Ambassador	The Contractor must coordinate attendance for <Insert No.> Bright Futures recipient(s) to serve as a Bright Futures Ambassador(s). The Contractor		

		<p>must provide access for the Bright Futures Ambassador(s) and a designated Lottery Representative to attend the Event. The Contractor must provide a minimum of <Insert No.> photos of the Bright Futures Ambassador(s) and the designated Lottery representative. The photos must be displayed in a minimum of <Insert No.> social media posts (Section <insert section>) and <Insert No.> E-Blasts (Section <insert section>). The Lottery will provide the Contractor with a Bright Futures Testimonial/Photo Release Form. The Contractor must coordinate the Bright Futures Ambassador Event attendance and photo opportunities.</p>		
<input type="checkbox"/>	Bright Futures Testimonial/Photo Release Form	<p>The Bright Futures Testimonial/Photo Release Form(s) will be provided by the Lottery. The Contractor must provide a minimum of <Insert No.> high resolution photos and a completed Bright Futures Testimonial/Photo Release Form(s) for each Bright Futures recipient in the photos.</p>		
<input type="checkbox"/>	Photo Opportunity	<p>The Contractor must gather alumni and/or current student recipients of the Bright Futures Scholarship Program for a photo opportunity with a designated Lottery representative no later than <Insert Date> for use by the Lottery to promote its funding of the scholarship program. The photo must be provided to the Lottery via electronic mail along with completed Bright Futures Testimonial/Photo Release Forms from each of the alumni and/or current student recipients in the photograph. The appropriate deadline and contact for receiving this photo must be agreed upon by both parties.</p>		
<input type="checkbox"/>	Video Boards	<p>The Lottery must receive inclusion of the Lottery's logo displayed on an in-event video board(s) during the Event to be held on <Insert Date>. The logo will be provided by the Lottery. The logo placement must be approved by the Lottery prior to display.</p>		
<input type="checkbox"/>	Bright Futures Commercial	<p>The Lottery must receive inclusion of a thirty second Bright Futures commercial video during the Event on <Insert Date></p>		

		displayed via the main stage. The thirty second Bright Futures commercial will be provided by the Lottery.		
<input type="checkbox"/>	Logo PowerPoint Loop	The Lottery must receive inclusion of the Lottery's name and/or logo via PowerPoint loop which must be displayed on the main screen during the Event on <Insert Date>. A copy must be approved by the Lottery prior to display.		
<input type="checkbox"/>	Logo Slide Dedication	The Lottery must receive inclusion of the Lottery's logo and/or wordmark on the Event screen, which must be displayed on the main stage of the Event a minimum of <Insert No.> times during the Event to be held no later than <Insert Date>.The logo will be provided by the Lottery.		
<input type="checkbox"/>	Virtual Logo Slide Dedication	The Lottery must receive inclusion of the Lottery's logo and/or wordmark during the virtual Event, which must include a public-address announcement script and display a minimum of <Insert No.> times no later than <Insert Date>. The script copy, logo, and/or wordmark must be provided by the Lottery.		
<input type="checkbox"/>	Education Banner/Easel Sign	The Lottery must receive space at the Event for a minimum of <Insert No.> Lottery Education banner/easel sign(s) which must be displayed during the Event on <Insert Date>. The Lottery Education banner/easel sign will be provided by the Lottery. The exact placement must be agreed upon by both Parties.		
<input type="checkbox"/>	Certificates	The Lottery must receive inclusion of the Lottery's name and/or logo on the Event certificates to be distributed to all recipients, during the Event on <Insert Date>. The placement of the Lottery's name and/or logo must be approved by the Lottery prior to distribution.		
<input type="checkbox"/>	Awards	The Lottery must receive inclusion of the Lottery's name and/or logo on the Event awards to be distributed at the Event on <Insert Date>. The placement of the		

		Lottery's name and/or logo content must be approved by the Lottery prior to the awards being created.		
<input type="checkbox"/>	Tent Cards	The Lottery must receive inclusion of the Lottery's name and/or logo on <Insert No.> tent cards at the Event on <Insert Date>. The exact placement must be agreed upon by both Parties.		
<input type="checkbox"/>	Public-Address (PA) Announcement	The Lottery must receive inclusion in a minimum of <Insert No.> PA Announcement(s) during the Event no later than <Insert Date>. A copy of the script will be provided by the Lottery.		
<input type="checkbox"/>	Promotional Merchandise	The Contractor must provide an opportunity for the Lottery to distribute Bright Futures promotional merchandise at the Event. The quantity of merchandise will be determined by the Lottery. The merchandise items and placement will be determined by both Parties.		
<input type="checkbox"/>	Lottery Staff Credentials	The Lottery must receive a minimum of <Insert No.> credential passes and <Insert No.> parking passes for Lottery staff working at the Event. The Contractor must provide the Lottery staff with all credentials no later than <Insert Date>.		
<input type="checkbox"/>	Sponsor Badges	The Lottery must receive <Insert No.> sponsor badges for entry into the Event and General Sponsor tent on <Insert Date>. The Contractor must provide the sponsor badges to the Lottery no later than <Insert Date>.		
<input type="checkbox"/>	Event Tickets	The Lottery must receive <Insert No.> tickets for the purpose of providing access to the Event for designated Lottery representatives working at the Event no later than <Insert Date>.		
<input type="checkbox"/>	Student Field Trip	A designated Lottery representative must receive the opportunity to host a minimum of <Insert No.> student field trips. Field trip details such as date, time, location, and preference of a virtual or an on-site speaking engagement must be agreed upon by both Parties.		
<input type="checkbox"/>	Educational Material	The Contractor must distribute Educational Brochures during the Event		

	Distribution	on <event date> and <event date>. The Lottery will provide the Educational Brochures to the Contractor. The quantity will be determined by both Parties.		
<input type="checkbox"/>	Speaking Opportunity	A designated Lottery representative must receive <Insert No.>, <Insert time ex: 2-to-3-minute> speaking opportunity(ies) during the Event, which to be held on <Insert Date>. The preference of a virtual or an on-site speaking engagement will be agreed upon by both Parties.		
<input type="checkbox"/>	Hosting Opportunity	A designated Lottery representative must receive the opportunity to host a Bright Futures session/webinar by submitting a pre-recorded FAQ session video or audio message to be held on or before <Insert date>.		
<input type="checkbox"/>	Speaking Opportunity	The Lottery must receive one guest speaking opportunity for a designated Lottery representative at a minimum of <Insert No.> select participating schools in the Contractor’s local area during the Agreement term. The exact dates, locations, and preference of a virtual or an on-site speaking engagement will be agreed upon by both Parties.		
<input type="checkbox"/>	Speaking Opportunity	The Lottery must receive inclusion of a <Insert time ex: 5-to-10-minutes> on-stage speaking opportunity for a designated Lottery representative to give a speech during the Event graduation ceremony to be held on or before <Insert Date>. The exact date, location, and preference of a virtual or an on-site speaking engagement will be agreed upon by both Parties.		
<input type="checkbox"/>	Expo Booth	The Lottery must receive a 10’ x 10’ table space at the Event which will be used to promote the Lottery and the Bright Futures Scholarship Program by a designated Lottery representative at the Event to be held on <Insert Date>. The Contractor must provide one (1) table, and two (2) chairs. The exact location will be agreed upon by both Parties.		
<input type="checkbox"/>	Fan Fest Activation	The Lottery must be provided with a 10’ X 10’ booth space at the Event on <Insert		

		Date> which will be used to promote the Lottery's education message by a designated Lottery representative. The contractor must provide <Insert No.> table, <Insert No.> chairs, and electricity if needed. The exact location will be agreed upon by both Parties.		
<input type="checkbox"/>	Breakout Session	A designated Lottery representative must receive the opportunity to lead a breakout session highlighting the Bright Futures program to all Event attendees at the Event to be held no later than <insert date>.		