



Overview:

Project/Event Name

Event Date

Requestor Personal Information:

First Name

Last Name

Email

Phone Number

Admin Information:

Delivery Location

In Hands/Delivery Date Preferred

Individual shipping or bulk?

Will you need ba to collect individual shipping or will you provide?

Payment Method

Quantity

Event Details:

**Background**

Is there any relevant context for this event?

**Ask overview**

Quick overview of what you're looking for.

**Event goals**

What goals do we have for the event? What does a successful outcome look like? How does merchandise play a role in that?

**Objectives**

Based on your event goals what are the objectives for branded merchandise at this event?

Please indicate whether the merchandise is used for a giveaway, internal, external, restock, or other purposes.

**Target Audience**

Describe the target audience for the event, including demographic information, interests, and preferences, to ensure the merchandise resonates with them.

**Distribution Plan**

Explain how the merchandise will be distributed, whether it will be handed out at the event, sent as a gift, or used for promotional purposes.

**Merchandise Ideas**

Do you have any thought starters? Have you done anything specific for this event in the past? Please be as specific as possible about desired deliverables.



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**Visual Design**

Are there any other ways the Intel brand is showing up at the event? PPTs, booth design, online, etc.? Please either reference them here or provide images at the end.

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**Budget**

Provide budget details. Include whether this budget includes shipping and tax.

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**Supplemental Info**

Is there any additional information that might be useful to know?

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