

Marriott Questionnaire Descriptions

Sports

Description: Any level of sports team, league/governing body, or an individual competitor that has rights to sell to a sponsor. If you represent a sports property that offers media as part of an integrated sponsorship offering, (or otherwise own the rights to this media), this is the correct request form.

Examples of who should use this form: Adult, youths, professional teams, collegiate

Event

Description: You are or represent an event that has rights to sell to a sponsor. Sponsorship will represent an opportunity for both parties. The property has a well-defined audience and has tangible and significant assets that allow a sponsor to realize positive Return on Investment (ROI) for its sponsorship investment.

Examples of who should use this form: Conferences, Meetings, VIP Events, Trade Shows, etc

Marketing

Description: A company seeking to develop a partnership with Marriott generally conducted as a way to leverage market relationships, product/service complements and others' expertise or experience.

Examples of who should use this form: Co-promotional marketing opportunities mutually benefitting and showcasing both partners

Tech

Description: **Companies and services that align with our "connected guest" mobility strategy that are relevant to next gen travelers.**

Examples of who should use this form: Digital/apps, in-room/on-property services, and products

Travel

Description: Traditional travel related companies such as airlines, car rental, hotels, online travel agencies, and companies featuring innovate platforms such as ride sharing, rental websites, and app delivered services.

Examples of who should use this form: Companies that simplify and/or enhance travel experiences through innovative products and services

Entertainment

Description: You are or represent an entertainment property, event, or individual that has rights to sell to a sponsor. Sponsorship will represent an opportunity for both parties. The representative has a well-defined audience and has tangible and significant assets that allow a sponsor to realize positive Return on Investment (ROI) for its sponsorship investment.

Examples of who should use this form: Concerts, Artists, Festivals, Performances, Music Platforms, Entertainment Media

Marriott Questionnaire Descriptions

Charitable Contributions

Description: A nonprofit organization is seeking charitable support (either cash, in-kind, fundraising, and/or volunteerism.)

At Marriott International, we have long believed that how we do business is as important as the business that we do. It is in this spirit of being responsible business partners in the communities in which we operate, that we have engaged our associates and customers in our 'Spirit to Serve' culture. As a leader in the hospitality industry, our support is focused on initiatives of importance and relevance to our industry, business, associates and stakeholders. Through volunteerism, charitable giving to community partners and the development of lasting programs, we bridge our business to communities to deliver meaningful social impact.

Examples of who should use this form: Nonprofit organizations. For further details regarding eligibility and company focus areas, please visit serve360.marriott.com. Our Global Giving Guidelines are also housed at the very bottom of this main page.