

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

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Charitable Contribution

Description: Please note that Marriott corporate headquarters' contributions are predominantly directed to national and global charitable organizations and NGOs, while our hotels provide support for non profits that are based in their immediate vicinity and align with Marriott's giving areas. To locate a hotel please visit marriott.com. Please also note that our hotels receive a great number of requests and do their best to support efforts that fall within our global giving focus areas, but unfortunately are unable to assist all worthy endeavors.

Marriott's "spirit to serve" our customers, associates, the environment and communities is an important part of our company culture and how we do business.

While we are focused on providing support primarily to our current non-profit partners, we will consider assisting organizations that support the following "SERVE" Global Giving Initiatives:

- S** Shelter and Food
- E** Environment
- R** Readiness for Hotel Careers
- V** Vitality of Children (Primarily through Children's Miracle Network Hospitals)
- E** Embracing Global Diversity and Inclusion