Sponsored Content Approval Request

Requester Name
Department / Team
Date of Request
Sponsored Content Details
Title / Headline
Advertiser / Sponsor Name
Content Objective / Goals
Target Publication Date
Placement (Website, Newsletter, Social, etc.)
Content Description
Brief Summary
Key Messages

Call to Action

Compliance & Review	
Does the content meet all platform guidelines and policies?	
Additional Comments or Approvals Needed	