



San Francisco 49ers Appearance Request Form  
Gold Rush Cheerleader and Mascot



The following information is provided to facilitate your appearance request for current 49ers Gold Rush Cheerleaders and the 49ers mascot, Sourdough Sam. This information is established to serve as a set of working guidelines for your general planning purposes. Each request will receive fair and consistent consideration and will be confirmed based on availability and team policies. **Please note that submitting a request does not guarantee an appearance.**

All requests must be submitted in writing on the San Francisco 49ers Gold Rush and Mascot Appearance Form. Requests should be received at least four weeks prior to your scheduled event. Appearances are generally confirmed within ten days of receiving your completed request form.

**Please mail the completed form to:**

Katie Doherty, 49ers Gold Rush/Sourdough Sam, 445 N. Whisman Road, Suite 100, Mt. View, CA 94043 or fax to (650) 336-1111

**Event Name:** \_\_\_\_\_

**Event Day & Date:** \_\_\_\_\_

**Time:** \_\_\_\_\_ **Number of Cheerleaders:** \_\_\_\_\_

**Event Location & Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_ **Contact Phone:** (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

**Contact Email:** \_\_\_\_\_

**Onsite cell:** (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ **Audience Size/ Age Range:** \_\_\_\_\_

**Organization:** \_\_\_\_\_

**Company Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Telephone:** (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ **Fax:** (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

**Event Description:**

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**Cheerleader Duties (please check all that apply):**

- Meet & Greet
- Sign Autographs
- Take Pictures With People
- Sell Raffle Tickets
- Perform

**Other Activities:** \_\_\_\_\_

\_\_\_\_\_

**Driving Directions – From San Francisco:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Driving Directions – From San Jose:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Driving Directions – From East Bay:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Parking Instructions:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

Send completed form to:  
Katie Doherty  
49ers Gold Rush/Sourdough Sam  
445 N. Whisman Road, Suite 100  
Mountain View, CA 94043  
or fax to (650) 336-1111



## San Francisco 49ers Gold Rush and Sourdough Sam Appearance Guidelines



### **SCHEDULING:**

The 49ers Cheerleaders and Sourdough Sam are available for a limited number of appearances, depending on the time of year requests are made. During the months of March, April, May and June, and every Saturday during the season, the cheerleaders are typically not available due to rehearsals and team training. Cheerleaders and Sourdough Sam are also generally not available on the days of 49ers home games.

### **GENERAL APPEARANCES:**

A minimum of two cheerleaders is required for all general appearances. We request that the client provide a secure area near the appearance location for cheerleaders or Sourdough Sam to store personal belongings. Please have water available. It is possible to request a particular individual cheerleader, but we reserve the right, pending her availability, to substitute other team members. 100 Photo cards are included in the cost of the appearance. Additional photo cards may be requested for an additional fee.

### **PERFORMANCE APPEARANCES:**

A minimum of four cheerleaders is required for all appearances involving a dance performance. Client must provide a sound system equipped with a CD player, and a small room where the cheerleaders can warm up.

### **APPEARANCE LENGTH/ATTIRE:**

Appearances generally vary from one to three hours. Extended times for events such as golf tournaments or out-of-town appearances will be considered on a case-by-case basis. Cheerleaders generally wear their official Gold Rush uniforms with pom poms, but if requested, they can wear more casual clothing such as t-shirt and team-identified warm-up outfits. To view the Gold Rush uniforms, visit [www.49ers.com](http://www.49ers.com).

### **FEES/PAYMENT:**

The standard appearance rate is \$250 per cheerleader for the first hour, and \$150 per cheerleader for each additional hour.

The standard appearance rate for the mascot is \$400 for the first hour, and \$150 for each additional hour. For all events hosting an audience of 100 or more, a mascot handler may be required at the rate of \$75 for the first hour, and \$25 for each additional hour.

All appearance fees must be received ten (10) days prior to your scheduled event. Please make checks payable to: **e2k Sports**. Checks should be mailed to:

**e2k Sports, Attn: Katie Doherty**  
**445 N. Whisman Road, Suite 100, Mountain View, CA 94043**  
**For questions, please call 650.336.1100**

For charity, school-related, or community service events we will waive the standard appearance fees and charge only \$100 per cheerleader and \$150 for the mascot to offset travel and other expenses incurred. For all events hosting an audience of 100 or more, a mascot handler may be required at the rate of \$50 for the first hour and \$25 for each additional hour. The charity appearance rate is offered for up to four (4) cheerleaders, and the appearance length is three hours. Additional cheerleaders or additional hours will be billed at the standard appearance rates listed above. The mascot charity appearance rate is offered up to an hour. Requests longer than one hour will be looked at on a case-by-case basis.

### **TRAVEL REIMBURSEMENTS:**

In most cases, there are no travel fees associated with cheerleader appearances. However, if an appearance is more than twenty miles South of San Jose, more than twenty miles North of San Francisco, or more than twenty miles East of the 880, the client should be prepared to offer travel compensation. We will make best efforts to minimize the expense, and will evaluate on a case-by-case basis.

### **PROMOTING APPEARANCES:**

Use of 49ers name, logos, and trademark and/or any advertising that implies the support or sponsorship by the 49ers, the 49ers Gold Rush, Sourdough Sam or the NFL must be approved in writing by the San Francisco 49ers. Before promoting an appearance, please check with Katie Doherty at 650.838.0820 for acceptable forms of wording. Use of the 49ers or Gold Rush logo is not permitted, unless you are a designated team sponsor. All such uses must be approved in advance in writing by the 49ers. This policy pertains to all forms of advertising, including print, television, radio, posters, website, or other.

**We look forward to adding some "cheer" to your next event!**