

PYP COMPETITOR ANALYSIS – FOR NON-PROFITS

		Prices charged				
		YOUR	Competitor1	Competitor2	Competitor3	Competitor4
List your primary ad or sponsorship products below in column B, then (under Column C "Add-ons") list separately anything else you sell separately that complements or "goes with" your Column B ad/sponsorship offerings. Then for columns D-H, put in your and your competitors' prices for each item. If you or a competitor don't offer one item, leave it blank for that column.		BUSINESS	[name]	[name]	[name]	[name]
	MAIN offerings in Green Cells					
#1	Requested Donor Levels – (list category names in blue cells below)	\$	\$	\$	\$	\$
		\$	\$	\$	\$	\$
		\$	\$	\$	\$	\$
		\$	\$	\$	\$	\$
#2	Requested Entry Donations/Fees (if any) – In blue cells put in added products sold to visitors	\$	\$	\$	\$	\$
		\$	\$	\$	\$	\$
		\$	\$	\$	\$	\$
		\$	\$	\$	\$	\$
#3	Advertising/Sponsorship Offerings – list each type in a blue cell	\$	\$	\$	\$	\$
		\$	\$	\$	\$	\$
		\$	\$	\$	\$	\$
		\$	\$	\$	\$	\$
#4		\$	\$	\$	\$	\$
		\$	\$	\$	\$	\$
		\$	\$	\$	\$	\$
		\$	\$	\$	\$	\$