

Sponsorship Application Form

SECTION 1: APPLICANT DETAILS

Title: Mr Miss Ms Mrs Dr
 Other (please specify)

Full name:

Position:

Organisation:

Postal Address:

Suburb: State: Postcode:

Phone:

Email:

Website:

SECTION 2: YOUR ORGANISATION & EVENT/ACTIVITY

A. Please provide an overview of your organisation (up to 500 words):

B. Please provide the following details of the event/activity for which you are seeking sponsorship:

Name of event/activity:

Timeframe (including start and end dates, times and important deadlines):

Location:

If on ECU property, please provide a security and parking plan, or a completed 'Application to Hire ECU Facilities' form. For more information about facilities hire, or to contact us, please visit www.ecu.edu.au/centres/facilities-and-services.

SECTION 2 CONTINUED: YOUR ORGANISATION & EVENT/ACTIVITY

C. A detailed description of the event or activity (aims or desired outcomes, if it is a one-off or ongoing activity, any previous similar event information – photographs, media coverage, results etc)

D. Previous experience running the proposed event, activity or similar events:

E. Please provide proposed outcomes of the event/activity by outlining specific and measurable objectives (KPIs, target attendance/reach/participation rate, benefits to ECU):

SECTION 3: CRITERIA (Refer to Sponsorship Application Pack for details)

A. How does your organisation, event or activity align with ECU's vision, purpose and values?

SECTION 3 CONTINUED: CRITERIA (Refer to Sponsorship Application Pack for details)

B. How does the event/activity align with ECU's sponsorship objectives?

C. Please provide the following details about the event/activities audience. Note, it should reach one or more of the University's target markets:

Detail the target groups for the event, program or activity, including both the participants and the audience who will attend:

Expected number of participants:

Expected number of audience/spectator attendance:

Demographic and geographic information of the target audience:

D. How does the event/activity demonstrate positive exposure for the University and its corporate brand and image? Please include details of the advertising and promotional plan, proposed expenditure on promotion and advertising, expected media coverage and positive alignment with other sponsors and/or brands.

E. What are the tangible benefits for ECU? E.g. signage, logo acknowledgement, naming rights, exclusivity, networking, ticketing, discounted ticketing for staff etc). Identify what will need to be provided by ECU (e.g. signage, merchandise, handouts etc)

SECTION 3 CONTINUED: CRITERIA (Refer to Sponsorship Application Pack for details)

F. How does the event/activity provide opportunities to increase awareness of the University's courses and research pursuits? E.g. dissemination of print materials, access to client base for electronic mail, product display/stand, speech opportunities, social media opportunities etc.

G. How does the event/activity provide opportunities for meaningful engagement with our students, staff and alumni? E.g. invitations to events, ticketing and networking, collaborations with researchers, judging panels, presentation of awards, showcasing graduates, work placement/volunteer opportunities for students etc.

H. Please state how your organisation supports the University's strategic theme of promoting equity and sustainability.

When providing your statement, please consider:

- If your organisation has a Reconciliation Action Plan (RAP).
- If your organisation has a Disability Access and Inclusion Plan (DAIP) (or similar disability and access plan).
- Board diversity (if applicable) – total number of board members, specifying the number of female and number of Aboriginal and Torres Strait Islander board members.
- Executive team diversity – number of members in your executive team and the number that are female and the number that are Aboriginal and Torres Strait Islander.
- If your organisation has a commitment to sustainability and minimising the environmental impact of your business activities. If so, please demonstrate how this is achieved.

I. Are there any other current sponsors, partners or associated organisations? If so, please list.

SECTION 4: SPONSORSHIP VALUE

A. Please provide the total sponsorship amount requested and include a breakdown of how the funds will be used.

Total requested amount:

Breakdown of funds:

B. Please provide any sponsorship cash and in-kind details including due dates:

SECTION 5: AUTHORISATION

Terms and conditions:

- Submission of this application constitutes acceptance of these Terms and Conditions
- The person submitting the application has read and is familiar with all the information outlined in ECU's Sponsorship Application Pack
- The information provided on the Application Form is correct at the date of submission
- Sponsorship applications are assessed on a monthly basis (four months in advance of an event / activity)
- Written notification of the outcome of the assessment should be issued within eight weeks of the submission date of the proposal
- If the application is approved, with or without conditions, a sponsorship agreement will be signed by the University and the Applicant setting out the terms and the duties of each party.
- By submitting this application there is no guarantee that ECU will sponsor the event or activity
- Applications are not transferable between organisations, events or activities
- The application must outline the full details of the event or activity and the agreement will apply strictly for the event or activity listed in this application
- Sponsorships are subject to available funds within ECU's sponsorship budget
- Any changes to this application will be advised to ECU as soon as they become known

Signed:

Date:

Name:

Position:

Organisation:

If you have any supporting documentation such as advertising & promotional schedules, sponsorship reports, references or endorsements, please email them to brand@ecu.edu.au