

Sponsorship Application Pack

Edith Cowan University (ECU) has a strategic vision to be recognised for its world ready graduates and leading edge research. There are five strategic themes that guide our endeavours which are:

1. Dedicated to our students
2. Connecting with our community and the world
3. Building strategic partnerships and collaborations
4. Fostering strong alumni relations
5. Promoting equality, diversity and social responsibility

Our vision is to be recognised for our world ready graduates and leading edge research.

Our purpose is to transform lives and enrich society through education and research.

Sponsorship applications must meet the criteria in this application pack and should be submitted at least four months prior to the event, program or activity date.

| Criteria | Sponsorship Objectives |
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| <p>Applications for ECU sponsorship need to address the following criteria. The event or activity must:</p> <ul style="list-style-type: none"> • Align with the University's strategic direction • Align with the University's sponsorship objectives • Reach one or more of the University's target markets • Demonstrate positive exposure for the University and its corporate brand and image • Deliver tangible benefits for the University and its stakeholders • Provide opportunities to increase awareness of the University's courses and research pursuits • Provide opportunities for meaningful engagement with our students, staff and alumni • Support the University's strategic theme of promoting equality, diversity and social responsibility | <ul style="list-style-type: none"> • Enhance the University's image and reputation • Increase awareness of the University's courses and research pursuits • Promote the achievements of University students, staff, alumni and researchers • Engage in a meaningful way with our key stakeholders including current students, prospective students, alumni, industry, employers, educational sector, professional bodies, local communities and Government • Increase visitors to our campuses and showcase our facilities • Create long-term value to the University and its stakeholders by building sustainable partnerships or relationships |

ECU Target Markets include: current students, prospective students (high school and mature age students), key influencers (parents, teachers, career counsellors and business leaders), ECU Alumni, Industry, employers, educational sector, professional bodies, local communities and Government.

Exclusions

The University is unlikely to support events, programs or activities that involve:

- A conflict with ECU's core values
- Benefitting an individual, person or family (seeking support or raising money, community fund-raising events such as fetes or quiz nights)
- Significant sponsorship from other universities, research groups or teaching providers
- Illegal activities, tobacco, gambling, alcohol, poor health choices, harm towards the environment, adult-related industries, racist organisations, political organisations or religious activities
- Projects or events outside of Western Australia
- Projects without specific objectives, activities or measurable outcomes or that do not meet the sponsorship criteria
- An organisation that has previously shown unsatisfactory management of sponsorship received or has presented unsatisfactory or incomplete reporting
- High risk of damage to the University's reputation based on activities from the sponsorship
- Donations: the University has limited resources available for ad hoc requests and as such does not normally provide donations to groups or individuals who request cash

| Eligibility | Benefit Guide |
|--|---|
| <p>The range of activities that may be considered for corporate sponsorship can include:</p> <ul style="list-style-type: none"> • Awards and presentations that acknowledge excellence in relevant professional fields (e.g. teaching, nursing, arts, engineering, business and so forth) • Conferences held within WA that align with our course offerings and research • Promotional activities and materials that provide positive exposure for the University and could potentially increase student enrolments to ECU • Support for activities that promote and enhance learning, study and education in general <p>Funding is available as cash sponsorship, in-kind sponsorship or a combination of both.</p> | <p>Some common tangible sponsorship benefits are:</p> <ul style="list-style-type: none"> • Logo on promotional material, event signage • Merchandise distribution through participant packs • Product display, opportunity to disseminate course / research information • Access to client base through direct electronic mail, social media or other means • Media coverage / publicity opportunities • Exclusivity (ability to lock out competitors) and/or Naming rights • Corporate hospitality / ticketing • Networking opportunities, ability for ECU representative to speak • Work integrated learning opportunities for ECU students, showcase ECU students & graduates • Use of high profile representatives for activities such as advertising, attendance at ECU events, presenting at ECU events • Staff benefits |

How to Apply – 3 simple steps

1. Review the Sponsorship Application Pack to determine eligibility
2. Complete the Sponsorship Application Form
3. Submit the Sponsorship Application Form Online or by Email

Application deadlines

Ideally, requests should be submitted prior to October each year to allow evaluation and inclusion in submission for funding as part of the University budget in the following year.

In addition please submit your application at least four months prior to the event, program or activity being held. Late applications risk not being considered.

Assessment

All requests for sponsorship are assessed by the sponsorship team and approved by the Director, Brand and Marketing. The success of an application is determined by its merits against the eligibility, criteria and objectives outlined within this application pack as well as existing sponsorship commitments.

Successful Applications

All applicants will be notified in writing following the assessment of the sponsorship application. Successful applicants will be required to submit two copies of the sponsorship agreement for signing.

Upon signing the sponsorship agreement, a purchase order will be raised and the successful applicants should send an invoice for the agreed amount, generally paid within 30 days of receipt.

Acquittal

All events, programs and activities that are sponsored by the University require a full acquittal to be completed within two months. This can be completed online using the provided acquittal form or submitted by a sponsors report outlining how the applicant met the terms of agreement and delivered on agreed benefits.

Contact

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