Sponsorship checklist

Sponsorship proposals **must** include the following information:

- Description and background of the event/activity/opportunities
- Date, location and timeframe
- Level of financial or in-kind support being sought
- Information on participants and attendees
- Estimated number of attendees
- Overview of marketing plan
- List of other sponsors
- A comprehensive listing of benefits, including opportunities for CQUniversity staff and students
- Timeline, including important deadlines
- Credentials of your organisation and any key subcontractors (publicist, event producers etc)

Sponsorship proposals **should** also provide some of the following benefits:

- Naming rights or financial services category exclusivity
- Opportunities for corporate and student hospitality
- Product placement (using our product/s in a meaningful way as part of the event/activity)

Sponsorship application form

If you believe your sponsorship meets the above criteria please send your proposal along with the below completed form to sponsorship@cqu.edu.au. Applications should not exceed the two pages provided.

The following questions are indicative of those CQUniversity considers when evaluating sponsorship proposals.

1. **Description of the organisation to be sponsored and its key objectives**

2. **Description of sponsorship (briefly describe the nature of the activities for which the sponsorship is being sought; please specify date/s if the sponsorship relates to an event)**

3. **Please outline the details of the sponsorship (define the key benefits that the University is being offered, e.g. logo on promotional material, merchandise in goodie bags, media opportunities)**

4. **How will the sponsorship funds provided by CQUniversity predominantly be utilised?**
5. What is the maximum number of sponsors who could be involved and what are the levels/hierarchy?

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6. Are there other sponsors of this event/organisation? If so, please specify who and their level of sponsorship.

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7. Are there any other educational sponsors of the event/organisation? If so, please specify who and their level of sponsorship.

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8. Are there any in-kind requirements relating to this sponsorship (e.g. utilisation of CQUiversity venues, security staff and merchandise)? If so, please advise what the requirements are.

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9. Is the activity a once-off or reoccurring (ie annual, biannual) event?

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10. Are there opportunities for CQUiversity staff and student participation? If so, please explain.

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