



SPONSORSHIP APPLICATION FORM AND CHECKLIST

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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?

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

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

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

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

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