

Sponsorship Application Form

Organisation	
Contact Name	
Address	
	Postcode
Email	
Phone	Mobile
Fax	

Description of the program/event:

History of the program/event:

Date(s) of the program/event:

Location of the program/event:

Reason for sponsorship request:

What kind of sponsorship are you seeking? (Please tick)

- Financial** In the amount of \$ _____
- In-kind** Approximate advertising space _____
- Both** \$ _____ + Approximate advertising space _____

Does your organisation currently advertise in any Geelong Advertiser Group publications?
(Geelong Advertiser, GeelongNEWS, echo, GT, Bride, Baby&Child)

- Yes No

What type of group is requesting the support? (Please tick)

- Arts/Culture Sporting Environmental Educational
 Charity Community Business

Demographics of audience/attendees/participants: (who will watch/attend event?)

Positive outcomes for your organisation from this sponsorship:

Positive outcomes for the community:

Other information or details you wish to communicate in support of your application.

Benefits for Geelong Advertiser

Group (GAG):

(Please tick those that apply)

- GAG logo placement at event/program eg ticket
- GAG staff invites to attend event/program/other corporate hospitality functions
- GAG Naming rights to event/award etc
- GAG logo used in promotional material
- Opportunity for link (logo/advert) from organisation's website to GAG website
- Opportunity to display GAG signage at event/program e.g flying banner
- Opportunity to provide GAG promotional merchandise at event/program e.g drink bottle
- Opportunity for media exposure – radio, print, TV
- Volunteer opportunities for GAG staff
- Opportunity for cross-promotion with other sponsors
- Exclusive editorial and/or photo opportunities
- Provision for advertising spend with GAG (if advertising budget exists)
- Opportunity for brand exposure on audio-visual equipment
- Provision for tickets and/or reader competitions
- Opportunity for discounted/complimentary memberships and/or facility use
- Opportunity for emarketing to your membership/sponsors database. Number of database entries _____
- Opportunity for Geelong Advertiser newspaper sales at event

List other sponsorship partners:

Please return completed form to: Geelong Advertiser Marketing Department:

Post: PO Box 91, Geelong VIC 3220 Fax: 03 5227 4465

Email: marketing@geelongadvertiser.com.au

Due to the high volume of requests, please allow four to six weeks for processing.