

# SPONSORSHIP GUIDELINES



The Courier-Mail will consider a sponsorship agreement with an event or project that meets the following criteria:-

1. Has the potential to increase readership, circulation and/or advertising revenue.
2. Will further enhance The Courier-Mail's value to consumers with exclusive and 'money-can't buy' offers.
3. Involves or contributes to the community
4. Complies with our target markets
5. Upholds our journalistic integrity
6. Provides brand awareness
7. Does not discriminate politically or religiously. Or exclude or offend community groups or create environmental hazards.

**Sponsorship must offer The Courier-Mail the following:-**

1. Exclusive Print Media Sponsor/Partner
2. Logo recognition on all marketing collateral
3. Cross promotional opportunities with other sponsor partners
4. On-site sales opportunities or paper with ticket opportunities
5. Reader promotion opportunities – please refer to Promotional Guidelines for further details.

If you believe your company or organisation complies with above criteria please submit the attached form for consideration to:

## **The Courier-Mail Marketing Department**

41 Campbell Street Bowen Hills Queensland

E [sponsorships@qnp.newsltd.com.au](mailto:sponsorships@qnp.newsltd.com.au)



# SPONSORSHIP APPLICATION



COMPANY DETAILS
ORGANISATION
EVENT NAME
EVENT CONTACT
ADDRESS
CITY/STATE/POSTCODE
PHONE/FAX/MOBILE
EMAIL

## EVENT DETAILS

Non Profit?  Yes  No Years in existence \_\_\_\_\_

Date and Time \_\_\_\_\_ Event location \_\_\_\_\_

Has The Courier-Mail sponsored this event previously?  Yes  No

If yes, please detail \_\_\_\_\_

Has another print media organisation sponsored this event previously?  Yes  No

If yes, please detail \_\_\_\_\_

Target Audience \_\_\_\_\_

Expected Attendance \_\_\_\_\_

Is this a fundraising event?  Yes  No

If yes, please detail who the beneficiary(s) is (are) \_\_\_\_\_

How much is the admission fee? \$ \_\_\_\_\_

Are there any other promotional partners?  Yes  No

If yes, please detail \_\_\_\_\_

Does this sponsorship comply with the criteria listed on the previous page?  Yes  No



# SPONSORSHIP APPLICATION



## SPONSORSHIP DETAILS

What is The Courier-Mail to provide?

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What will The Courier-Mail receive?

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