

## **Application for Sponsorship**

Assessment Criteria

Applicants should complete the Assessment Criteria to enable an assessment of the sponsorship proposal to be made.

Contact details				
Rights holder (legal entity):				
Contact person name:			Contact number:	
Contact email address:				
Address:			Postcode:	
Event details				
Name of event or activity:				
Venue/location of event:				
Date of event/s or activities:		Type of event or activity: one-off activity or an annual event		
Website URL for event or activity:				
Sponsorship details				
Type of sponsorship:	cash	or val	ue-in-kind	
Sponsorship fee or value assigned:	I			
History of sponsorship with TfNSW:	YEAR		VALUE	
Sponsorship hierarchy/level:				
For example, major partner, official supplier, supporting sponsor.				
Other sponsors/partners:	SPONSOR / PARTNERS		VALUE / LEVEL	
What is the maximum number of				
sponsors who could be involved and at what level/hierarchy?				

Sponsorship details continued	
Background	
In 200 words or less please provide us with	
a background and credentials of your organisation including its values, purpose, history and length of operation.	
How will the sponsorship funds provided by TfNSW	
predominantly be used?	
What are the proposed	1
sponsorship outcomes?	
	2
	3
	4
	5
Target audience  Please include any supporting research and demographics.	1. Primary:
	2. Secondary:
	3. Tertiary:
	Supporting research and demographics:
Reach of the sponsorship	
How many people see, attend or are involved?	
Media partners and exposure	
What, if any, media partners are confirmed and what is the expected media exposure?	

Sponsorship details continued							
Alignment							
In 300 words or less, please describe							
the sponsorship benefits and how your							
activity, event or organisation could assist in achieving TfNSW's business goals							
including opportunities for TfNSW to engage with its customers.							
	1						
Marketing, communications and event plans:	Attached	☐ No	Not appli	icable			
Resourcing							
How will the organisation manage							
the sponsorship and what resources will be provided?							
		TITLE		RESPONSIBILITY			
Spansarship avaluation and							
Sponsorship evaluation and reporting							
Detail how the success of the							
sponsorship will be measured following key execution/events.							
	Date reporting to be supplied:						