

Application for Citywide Sponsorship (Community, Industry and Employee)

Please use this form as a template.

Provide applications and supporting material to:

The Marketing Coordinator
Citywide Service Solutions Pty Ltd
Level 1, 150 Jolimont Road
East Melbourne VIC 3002

Or by email: jesbru@citywide.com.au

Please send applications for events at least three months before the event. Sometimes we may need to contact you for more information or to arrange a meeting with your representatives.

Applications will not be assessed until this form is received.

Contact Details

Name of Organisation	
Contact Person	
Telephone	
Facsimile	
Email	
Address	

About your Organisation

When was your organisation founded and how many employees/members do you have?

What are your organisation's vision or mission, and long term goals?

Who is your audience? Provide size, demographics, memberships etc

Have you previously sought sponsorship from Citywide? If so, please provide details.

About your Sponsorship Activity

Name of Sponsorship Activity

Do you have a marketing plan for your activity? If yes, please provide a copy.

What are the objectives of this activity and how do they align with Citywide's corporate objectives and values?

What is the investment required (inc. GST) from Citywide? Please provide a breakdown of how this investment will be used.

Which of the following categories does your event/project/activity fall into?

Arts/Culture - Business - Community - Children - Environment - Sport - Technology

Is the proposal for an ongoing partnership or a single project/event? When will it begin and end. If it is an event provide all dates and locations.

Please describe other assistance, if any, being sought from Citywide
(Eg. Corporate promotional material, in kind sponsorship, staff attendance)

Describe any risks associated with the sponsorship event/project/activity (eg. Potential media issues, accidents, cultural sensitivities etc)

How many organisations are sponsoring the event/project/activity? (Please list all sponsors)

Approximately how many people will be reached through the sponsorship?

What are the tangible benefits to the community?

What are the potential benefits to Citywide? Please describe opportunities for naming rights, signage, community engagement, promotional material distribution, and media exposure.

In addition to the potential benefits listed above, tell us your creative ideas about how Citywide can benefit from this partnership.
