

## SPONSORSHIP APPLICATION FORM

### DETAILS

Name of group, organisation or event seeking sponsorship.

\_\_\_\_\_

Date of event.

\_\_\_\_\_

Brief history of group, organisation or event.

\_\_\_\_\_

\_\_\_\_\_

### CATEGORY

Sport

Arts/Cultural

Entertainment

Charity

Education

Other (specify) \_\_\_\_\_

### TARGET AUDIENCE (Brief description)

\_\_\_\_\_

Estimated attendance?

\_\_\_\_\_

Has a News Limited publication provided sponsorship previously?

Yes (name of publication) \_\_\_\_\_

No

Do you have a budget for advertising?

Yes

No

If yes, please specify amount.

\_\_\_\_\_

### BENEFITS TO THE AUSTRALIAN

TV coverage

Radio coverage

Signage/Branding

Hospitality

On-site sales opportunities

Other (specify) \_\_\_\_\_

Please outline the level of support you are seeking.

\_\_\_\_\_

\_\_\_\_\_

Do you have an existing marketing plan for this proposal?

If yes, please provide details.

\_\_\_\_\_

\_\_\_\_\_

What other sponsors do you have confirmed for this property?

\_\_\_\_\_

### CONTACT DETAILS

Contact name \_\_\_\_\_

Company name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Phone Number \_\_\_\_\_

Fax Number \_\_\_\_\_

E-mail address \_\_\_\_\_

All completed Sponsorship Application forms should be mailed to:

**Sponsorship Executive, Nationwide News Marketing Department,  
Level 4, 2 Holt Street, Surry Hills, NSW, 2010**