Townsville Bulletin SPONSORSHIP GUIDELINES

These sponsorship guidelines outline the requirements for preparing an application for sponsorship to the Townsville Bulletin.

The Townsville Bulletin has established strong community ties through its support of community activities, including sponsorship of sporting organisations, major events, business, arts and community associations.

Sponsorship will only be considered if it's the most cost-effective means of achieving some or all of the Townsville Bulletin's marketing and communication objectives, and/or provides a real benefit to its readers and the broader community.

KEY CRITERIA

Sponsorships may be considered in all categories except sponsorship of individuals. Sponsorships must complement the brand values of the Townsville Bulletin, enhance its image and provide a platform for increased readership, circulation and reader experience.

Sponsorship is not a donation (in cash or in kind) where little or no commercial return is expected.

A minimum of two (2) months lead time is required prior to the date of the potential sponsorship, the optimal timing is six (6) months prior. Sponsorships requiring substantial investment will require a minimum of 12 months lead time. Proposals received with a shorter lead time are unlikely to be considered.

The Townsville Bulletin may not sponsor organisations, programs or events that:

- Support political and religious organisations
- Denigrate, exclude or offend minority community groups
- Create environmental hazards



Sponsorships must provide a selection of the following:

- Complementary brand values to the Townsville Bulletin
- Sponsorship exclusivity
- Media exclusivity
- Naming rights
- Opportunity to be recognised as the "Official paper of X Event"
- Creative ideas for utilisation of the sponsorship
- Specifically target one of our primary demographics
- Cross promotional opportunities with other sponsor partners
- On-site or other newspaper sales opportunities
- Provide opportunity for corporate hospitality
- Provide tickets/prizes (money can't buy) that may be used as reader promotions
- Provide opportunity to generate advertising revenue from the event or other sponsor partners
- Provide prime time/space promotional support
- Website links

PROCESS FOR CONSIDERATION

Complete and submit the attached Sponsorship Application Form.

All applications received will be assessed for their suitability, feasibility and resources required.

The outcome of applications will be notified within 4 weeks.

Applications should be sent to:

Sponsorship Request C/Marketing Manager Townsville Bulletin PO Box 587 Townsville QLD 4810

Email: marketing@townsvillebulletin.com.au





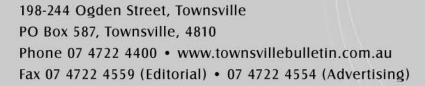
Townsville Bulletin SPONSORSHIP APPLICATION

Name of Organisation or Event	
Contact Details	
Name	
Position	
Address	
Phone	
Email	
Date of Sponsorship or Event	
Description of Sponsorship or Event	
Tanget Audience	
Target Audience	
Estimated Attendance or Audience Reach	
Marketing Plan Details	
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What would you like the Townsville Bulletin to provide?	
Total Value	
What will you provide the Townsville Bulletin?	
Total Value	
List the other sponsors and how they are involved.	
What other media are involved and how?	
Do you have a budget for advertising? If yes, please specify the amount.	
Estimate the revenue that will be gained from the sponsorship and by what means.	





	benefits the Townsville Bulletin will receive from the sponsorship, e link with the brand of the sponsorship.
s there an o	ption to renew the sponsorship in the future?
s there note	ntial for this sponsorship to increase readership? (if yes, explain how
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s there potes	initial for this sponsorship to increase readership. (if yes, explain nov
	l information?

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