

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

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.

Outline the marketing initiatives which will mention the Townsville Bulletin name as a sponsor.

Describe the benefits the Townsville Bulletin will receive from the sponsorship, including the link with the brand of the sponsorship.

Is there an option to renew the sponsorship in the future?

Is there potential for this sponsorship to increase readership? (if yes, explain how).

Any additional information?
