

Partnership Checklist

Partnerships are an important part of The Canberra Times marketing strategy. Through our portfolio, we look to achieve a range of brand and business objectives, with the aim of cementing our position within the ACT & regional community.

To assist in preparing a proposal that meets our objectives, please review and complete this application checklist. Once complete, please email the checklist along with any other attachments to sponsorship@canberratimes.com.au. Your application will be reviewed by the marketing team to assess suitability, feasibility and resources required. You will be notified of the result of your proposal within two weeks.

Your contact details

Name:	Phone:
Title:	Email:
Company:	Website:

The event

Name:	Date(s):
Expected Attendance:	
Description:	

Details

Please provide the following information.	
Are there any other media partners involved in your event?	Yes / No
If so, please list other media partners:	
Do you currently advertise in The Canberra Times?	Yes / No
If yes, what is your approximate annual spend with The Canberra Times? Please also provide the name of the person you deal with for advertising.	
What is the total marketing budget and the potential spend with The Canberra Times for this event?	

The Canberra Times

Proposal

In your proposal, have you included opportunities to:	(select one)
Promote The Canberra Times brand?	Yes / No / N/A
Engage readers and subscribers?	Yes / No / N/A
Entertain corporate clients?	Yes / No / N/A
Reward our staff?	Yes / No / N/A
Sell or distribute newspapers?	Yes / No / N/A

Other:
Who is your main target audience?
Current sponsors or charity partners?
Any key deadlines?

Other details:
