

Sponsorship Guidelines 2015

Where possible *The Canberra Times* will support events, programs and organisations that achieve the following objectives within the Canberra region:

- Increase awareness of *The Canberra Times* content and platforms;
- Position *The Canberra Times* brand in a positive image within the local community;
- Provide social benefits to the local community;
- Provide support for not for profit organisations;
- Provide charitable assistance to the local community.

The Canberra Times provides sponsorship support where there are mutual benefits of equal value for both parties. Benefits to *The Canberra Times* may include:

- Event naming rights;
- Event content exclusivities;
- Signage opportunities;
- Specific marketing and advertising promotion via partner owned networks of The Canberra Times, it's individual products and platforms online and in print;
- Promotion of *The Canberra Times* brand;
- Tickets and hospitality acquisition for competitions, special promotions or internal use.

Eligibility

- Applications must be for events of activities within the Canberra region;
- Applications must demonstrate their benefit to the local community;
- Sponsorship sought must be for a specific event and/or timeframe;
- Events of a commercial nature will be given consideration based on their in-kind marketing values and additional advertising commitment.

Application Process

Formal requests for sponsorship must be made by completing *The Canberra Times* online sponsorship application form. Sponsorship applications must be received at least 3 months before the event/activity commencement date. The application will be presented to the sponsorship committee for review. A response will be sent to you once your application has been evaluated; this can take up to 4 weeks.

Important Notes

The completion of the application does not guarantee sponsorship will be granted, only that the request will be considered by the sponsorship committee.

Editorial and story placement is not guaranteed as part of a sponsorship. This is given at the editor's discretion.

We recommend you send regular media releases about the progress of your event or activity to *The Canberra Times* editorial department at media.release@canberratimes.com.au

If you wish to consider a paid advertising feature, particularly if your event already has established commercial support, please call *The Canberra Times* advertising department.

All sponsorships can only be negotiated via *The Canberra Times* Marketing & Promotions department. For more information please contact Marketing & Promotions at *The Canberra Times* on 02 6280 2159.