

The Sunday Times & PerthNow – Community and Commercial Partnerships

The Sunday Times and PerthNow are involved in a broad range of partnerships with community groups providing benefits to the people of Western Australia, nurturing and promoting Western Australian talent and encouraging a healthier community.

Among our many valued community partners are Telethon, RSPCA's Million Paws Walk, The HBF Activ City To Surf Fun Run, Perth International Arts Festival and Perth Fashion Festival.

In addition to community partnerships which focus primarily on making a positive impact on the lifestyle of Western Australians, The Sunday Times and PerthNow also enter into commercial partnerships with organisations or groups that provide a reciprocal benefit to both parties.

Every request for community or commercial partnership with The Sunday Times and PerthNow is carefully considered based on its merits and alignment to our guidelines outlined below.

Community Partnerships

Preference is given to applications that:

- Help promote or support causes and issues that are important to and provide benefits to the Western Australian community
- Offer the opportunity for a long-term partnership
- Provide opportunities for reader, staff member or client participation
- Give The Sunday Times or PerthNow the opportunity to be the major sponsor, or exclusive sponsor in its industry category
- Present positive brand association for The Sunday Times or PerthNow
- Outline clear and measurable objectives

Commercial Partnerships

Preference is given to applications that:

- Deliver tangible benefits to The Sunday Times or PerthNow audience/reader base, including but not limited to exclusive editorial content, prizes or reader offers
- Deliver a revenue benefit to The Sunday Times or PerthNow
- Present circulation or sales opportunities for The Sunday Times, including the option of event newspaper sales
- Present the opportunity for increased traffic to PerthNow
- Offer the opportunity for a long-term partnership
- Provide opportunities for reader, staff member or client participation
- Give The Sunday Times or PerthNow the opportunity to be the major sponsor, or exclusive sponsor in its industry category
- Present positive brand association for The Sunday Times or PerthNow
- Outline clear and measurable objectives

To ensure the partnership assessment process is as efficient as possible, the following information has been provided to help your organisation in submitting a partnership proposal. Please provide information addressing the following key criteria:

Key Criteria

- For community partnerships, proposals must indicate the nature of your organisation and on what merit the organisation supports the community i.e. environmental, educational and cultural
- For commercial partnerships, proposals must indicate the nature of your organisation and any benefits your organisation can provide to The Sunday Times or PerthNow
- Value or relevance to our readers, including any opportunity to offer reader involvement or other tangible benefits
- Cost of the proposed sponsorship with full listing of the proposed sponsorship benefits, dates and deadlines
- Details of any other media partners/sponsors in the state of Western Australia
- Opportunities to display signage and banners and brand placement opportunities for The Sunday Times and PerthNow

- Any events which may be suitable for newspaper event sales and expected number of attendees at any events
- The value of any confirmed advertising or marketing support for your initiative or event
- Details of other partners/sponsors involved, and expected level of support
- If the sponsorship sought is of cash or in-kind value

Consideration cannot be given to proposals involving:

- Organisations associated with or supporting alcohol, drug use or smoking
- Organisations that are found to be financially unsound or involved in unethical practices, or have affiliations to individuals or organisations of ill repute.
- Projects or activities that are considered hazardous, linked with a negative health image, illegal or unsafe to the community in any way
- Discriminatory activities or programs on the basis of race, religion, ethnicity, gender, sexual orientation, age or physical disability
- Activities for individual profit or gain
- Requests for fund-raising for individuals, teams, clubs or schools
- Projects that cannot demonstrate a direct relevance to our areas of focus
- Projects without specific objectives, activities or measurable outcomes

Submission Process

If your organisation meets The Sunday Times and PerthNow's guidelines and criteria, please submit your proposal, addressing these criteria, by email (sponsorship@sundaytimes.newsltd.com.au) or to:

The Sunday Times and PerthNow
 Attn: Marketing Manager
 34-50 Stirling Street
 Perth, WA 6000

The Marketing Manager reviews all proposals to assess suitability, feasibility and required resources. You will be notified of the status of your proposal in writing or email within four weeks of receipt. We may contact you earlier if we require additional information.

One Degree

The Sunday Times and PerthNow, as part of News Corporation, are committed to reducing our carbon footprint and transforming the way we do business to minimise the impact of climate change.

Through the One Degree program, The Sunday Times and PerthNow aim to be carbon neutral by the year 2010. By doing so, The Sunday Times and PerthNow hope to inspire audiences to reduce their own impact on climate change and act as leaders in encouraging environmental consciousness.

The following goals act as benchmarks in achieving the One Degree overarching principles:

- Reduce energy use and consider using and generating renewable energy
- Cost effective carbon management and increasing organisational value
- Demonstrate our leadership credentials and provide a platform for effective reader and community engagement
- Attract and retain staff, build organisational citizenship, develop skills
- Reduce energy use of UT equipment and departments while remaining cutting edge
- Encourage and inform business partners to improve their energy efficiency
- Engage and excite, generate ideas and keep people informed

To date, The Sunday Times and PerthNow have put in place a number of policies and developments to assist in achieving the One Degree target, including skylights, time clocks on lighting and air conditioning, cycling facilities for staff, and the replacement of CRT monitors with LCD screens.