

City of Cockburn Sponsorship Program - Proposed Sponsorship Benefits Checklist

Applicant Name:

Sponsorship Proposal or Project or Event Title:

Proposed sponsorship or project start date:

Proposed sponsorship or project finish date:

POTENTIAL Sponsorship Offerings	Description	CoC Sponsorship Offerings (Y/N)	Sponsorship Acquittal Report Requirements
Naming Rights (or the equivalent)	If no naming rights, leave out		
LOGO on Event Promotional Material			
Event signage	State what type, location, duration	Y	how many signs location of signs duration that signs were up
Website			
E-newsletter		Y	Size of mailout % of opens No. clickthroughs
Event collateral (state what type)	brochures flyers posters forms programmes presentations		Type of collateral logo appeared on
Email signatures	CoC logo on event email signatures		
Event letterhead	CoC logo on event letterhead		No. people letters were sent to Type of audience letters sent to
Social media sites	Where will logo appear on sites?	Y	No page views over duration that logo appears publication/s names date of publication page logo appeared on size of advert where logo appeared on
Advertising (hard/ online)			Location of signage duration of signage type of item how many distributed, and to whom?
Electronic signage - location	where is signage located, timeframes		No. views % duration of views reach (if on FB)
Promotional items	prizes, bags, promotional or gimmicky items		
Videos	where can video be viewed		
CoC Promotional Material			
Brochures/ flyers/ posters	to hand out at event		How many distributed
Banners	CoC banners to put up at event	Y	location/s and duration banners displayed

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Acknowledgement of CoC Verbal mentions of CoC during public announcements	How many during event/ around what context		How many acknowledgements were given during event
Digital Facebook Twitter Instagram Website Hashtags Videos Emails	where will any mention of CoC appear in social media? Post/s - date, time Post/s - date, time Post/s - date, time CoC link, organisation description Use of event hashtags Date of launch/ duration and via what medium/s		Post reach engagement Post reach engagement Post reach engagement No. page views (of where CoC info/ link is) for period that event is marketed No. views % duration of views reach (if on FB) How many sent Type of audience No. emails opened
Media Press releases Radio TV Newspaper (hard/ online)	Date/ time of release, what publications they were sent to, was CoC mentioned Provide PDF's of all releases Station, day, time, mention of CoC Station, day/s, time/s, mention of CoC Publication/s, date of publication, page, size of advert		How many releases were published? Name of publication/s Page where release appeared No. people listening during time slots No. people watching during ad time slots demographic of tv viewers during timeslot Average number of readers for that publication If online, average views of page for duration that CoC logo appears
CoC Booth/ Presence	CoC booth and/or other physical presence at event		
VIP/ Incentives Passes/ entry to event/ other activities			How many passes/tickets? Who were they distributed to?
Database	Ability to use event database for post event marketing purposes		
Other			