

## 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
<b>Naming Rights</b> (or the equivalent)	If no naming rights, leave out		
<b>LOGO on Event Promotional Material</b>			
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
brochures			
flyers			
posters			
forms			
programmes			
presentations			
Event collateral (state what type)			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 Location of signage duration of signage type of item how many distributed, and to whom?
Advertising (hard/ online)			No. views % duration of views reach (if on FB)
Electronic signage - location	where is signage located, timeframes		
Promotional items	prizes, bags, promotional or gimmicky items		
Videos	where can video be viewed		
<b>CoC Promotional Material</b>			
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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<b>Acknowledgement of CoC</b>			
Verbal mentions of CoC during public announcements	How many during event/ around what context		How many acknowledgements were given during event
<b>Digital</b>	where will any mention of CoC appear in social media?		
Facebook	Post/s - date, time		Post reach engagement
Twitter	Post/s - date, time		Post reach engagement
Instagram	Post/s - date, time		Post reach engagement
Website	CoC link, organisation description		No. page views (of where CoC info/ link is) for period that event is marketed
Hashtags	Use of event hashtags		
Videos	Date of launch/ duration and via what medium/s		No. views % duration of views reach (if on FB)
Emails			How many sent Type of audience No. emails opened
<b>Media</b>			
Press releases	Date/ time of release, what publications they were sent to, was CoC mentioned Provide PDF's of all releases		How many releases were published? Name of publication/s Page where release appeared
Radio	Station, day, time, mention of CoC		No. people listening during time slots
TV	Station, day/s, time/s, mention of CoC		No. people watching during ad time slots demographic of tv viewers during timeslot
Newspaper (hard/ online)	Publication/s, date of publication, page, size of advert		Average number of readers for that publication If online, average views of page for duration that CoC logo appears
<b>CoC Booth/ Presence</b>	CoC booth and/or other physical presence at event		
<b>Database</b>	Ability to use event database for post event marketing purposes		
<b>Other</b>			