

# Sponsorship application



Thank you for considering Queensland Urban Utilities to support your initiative. Please refer to our Sponsorship Guidelines when completing this application form to ensure you are eligible and that your proposal meets our evaluation criteria.

Please submit your application **at least three months prior** to the commencement of your sponsorship initiative. You may attach a formal proposal or supporting material to this completed form.

You will be notified of the outcome of your proposal within eight weeks of your application being received. In the meantime, we will contact you directly if we require further information on your application.

Once complete, please return this form and any supporting materials to:

**Queensland Urban Utilities**  
**Marketing and Communications Manager**  
**GPO Box 2765**  
**Brisbane QLD 4001**

OR by email: [marketing@urbanutilities.com.au](mailto:marketing@urbanutilities.com.au)

## CONTACT DETAILS

**Organisation name:**

**Contact name and position:**

**Postal address:**

**Postcode:**

**Email:**

**Telephone:**

**Mobile:**

## SPONSORSHIP OPPORTUNITY

### 1. Sponsorship details

*Include the name, date and location of the sponsorship initiative.*

### 2. Your organisation

*Provide a general description of your organisation. Include detail on its history, role, credentials, vision, values and long-term goals.*

### 3. The initiative

*Provide information on the specific initiative your organisation is seeking sponsorship for. Include objectives, frequency and duration, the proposed level of sponsorship, the investment amount requested (including the amount of cash and in-kind support) and other sponsorship options available.*

## **4. Corporate alignment**

*Highlight any synergies between the sponsorship initiative and Queensland Urban Utilities' vision and core business. Also outline whether your organisation has had any previous affiliations with Queensland Urban Utilities.*

## **5. Community profile**

*Outline the key target market demographics of the sponsorship initiative. Include any relevant market research results in this section.*

## **6. Community benefits**

Outline how the initiative will provide benefits to the communities in which Queensland Urban Utilities operates. Will the initiative enrich the quality of life of local residents?

## **7. Awareness and recognition**

Provide details on the initiative's marketing and publicity programs and how Queensland Urban Utilities' association with the initiative will be promoted. Include information on the reach of the initiative.

## **8. Employee engagement**

List any opportunities for Queensland Urban Utilities' employees to be involved in the sponsorship initiative.

## **9. Other organisations**

List any other organisations involved in the sponsorship initiative (e.g. other sponsors, media partners, key suppliers etc).

## **10. Sponsorship management**

Provide details on how the proposed sponsorship would be managed. Outline the management structure and key personnel who would be assigned to manage Queensland Urban Utilities' involvement in the initiative.

## **11. Measurable outcomes**

Describe how success of the sponsorship initiative will be measured. Include details on desired outcomes and the evaluation and reporting processes.