## Attachment A - Sponsorship Application Form

| **Application for Sponsorship** | | |
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| **Organisation information** | | |
| **Application date** |  |  |
| **Applicant / organisation** Legal entity name and ABN |  |  |
| **Organisation type** Charity, not for profit, private entity etc |  |  |
| **Website** |  | |
| **Contact details** | | |
| **Contact name** |  | |
| **Title and responsibility** |  | |
| **Phone number** |  | |
| **Email** |  | |
| **Postal Address** |  | |
| **Sponsorship activity details** | | |
| **Name of activity or event** |  | |
| **Activity date** |  | |
| **Venue or location** |  | |
| **Will your activity take place in any of the following priority HCCDC project areas?** | | |
| Newcastle city centre: The Station, Honeysuckle or Museum Park |  | |
| Central Coast: Mount Penang or Leagues Club Park Gosford |  | |
| Lake Macquarie: Cockle Creek Precinct |  | |
| **Summary of the activity** |  | |
| **Is this a one-off or annual activity?** |  | |
| **Who is the target audience?** |  | |
| **How many people see, attend or are involved?** |  | |
| **What is the activity’s COVID-19 contingency plan?**  Ie: For changes or cancellation due to Public Health Orders |  | |
| **Requested sponsorship** | | |
| **Type of sponsorship** Cash or value-in-kind |  | |
| **Sponsorship value** $ excluding GST | **$** | |
| **Sponsorship / level**  Eg: Major Partner, Official Supplier, Supporting Sponsor Gold, Silver or Bronze Member |  | |
| **How will the funds provided by HCCDC be used?** |  | |
| **How will the success of the sponsorship be measured?** |  | |
| **Alignment with HCCDC’s strategic objectives:  Describe which of the following objectives your activity aligns with, and how?** | | |
| Deliver strategic outcomes to grow economic capacity and enhance communities |  | |
| Drive industry diversification to grow more jobs to attract and retain talent to the regions |  | |
| Create engaging, sustainable and attractive public spaces, connected to better transport options |  | |
| Unlock opportunities and realise the full potential of government land and assets |  | |
| Respect existing character, culture and heritage |  | |
| Work in collaboration and partnership with community and stakeholders |  | |

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| --- | --- | --- |
| **Our sponsorship focus is supporting activities that provide long term legacy or capacity-building benefits, extending beyond one-off activations or events.**  **Describe the benefits for the community and HCCDC, and the alignment with DPE objectives.** | | |
| Will the sponsorship provide lasting and ongoing tangible benefit to the community, HCCDC and HCCDC’s priority project precincts? How? |  | |
| Is the primary focus of the proposal within HCCDC’s area of operations or key precincts? Please specify.  *See clause 1 for more information* |  | |
| How will this sponsorship opportunity enhance the reputation and image of HCCDC and DPE? |  | |
| How will this sponsorship opportunity create tangible benefits to HCCDC and DPE such as:   * speaking opportunities * data collection * opportunities for direct engagement, such as an exhibition stand or participation in a conference program * marketing campaigns * media and publicity * logo placement (*considered to be a low-value benefit)*   *See clause 3.3 for more information* |  | |
| Is the financial value of the sponsorship and benefits perceived at a realistic value, meaning HCCDC and DPE will receive a perceived value for the sponsorship? |  | |
| Does this sponsorship opportunity align with HCCDC and DPE responsibilities in supporting the NSW Government’s key priorities?  *See clause 3 for more information* |  | |
| Will this sponsorship opportunity reach the right audience? Who and how? |  | |
| Can HCCDC and DPE use this opportunity to target consumers and promote our programs, activities and services? |  | |
| **Additional information** | | |
| **History of sponsorship with HCCDC or government**  Please include contact information for sponsor, HCCDC may complete a reference check | **Event** | **Year** |
|  |  |
| **List any other partners or government departments providing sponsorship** | **Sponsor/Partner** | **Value/Level** |
|  |  |
| **Evaluation Report**  Post-event report must be submitted within 2 weeks of the completed sponsorship activity | Due Date: | |