**Application for outbound sponsorship**

Before applying for sponsorship ensure you have consulted ACU’s Outbound Sponsorship Policy and Procedures.

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| **Date of application:** |
| **Attach proposal (mandatory)** |

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| --- | --- |
| Organisation/Event: | |
| Organisation Contact | Name |
| Position |
| Email |
| Telephone |

|  |  |
| --- | --- |
| Organisation/Event Summary (include history if any) |  |

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| --- | --- |
| Relevant program or event dates and length of term requested: |  |

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| --- | --- |
| Does the sponsorship align with the **Mandatory Requirements**: | |
|  | Align and enhance ACU’s mission, brand attributes and core values |
|  | Enhance the reputation of ACU |
|  | Deliver quantifiable benefits to ACU with mutually beneficial outcomes |
|  | Provide value for money |
|  | Provide promotional opportunities for ACU |
|  | Enhance relationships with stakeholders and/or communities in which ACU operates |
|  | Consider ACU’s national profile where conflict could arise |

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| Does the sponsorship align with at least two of the following **Principles**: | |
|  | Mission in action – brand platforms |
|  | Student experience |
|  | Stakeholder engagement |
|  | Profile academics and/or research |

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| **Comments on how the sponsorship aligns with the sponsorship principles above:**  All mandatory requirements are required to be met and at least two principles |  |
| How does the sponsorship reach target audiences that are viable, relevant and offer benefits to ACU? | |

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| **Schedule of Benefits** | *(Note: Benefits must present multiple opportunities to deliver key messages to target audiences in a way that has impact)* |
| |  |  | | --- | --- | | What level is this sponsorship classed? (e.g. Principal, Major, Supporting, Partner) |  | | Are you offering exclusivity in the higher education sector? |  | | Have other sponsors been confirmed? If so, who are they and what levels are they at? |  | | What is the cost of the sponsorship fee? |  | | In addition, are you requesting any in-kind requirements from ACU? |  | | As part of this sponsorship do you require any resourcing of staff and students? If so, please outline the type of activity required. |  | | Do you consider there to be any potential conflicts of interest regarding this sponsorship? |  | | |