[Enter Date]

[Name]

[Title]

[Organisation]

[Address 1]

[Address 2]

[Address 3]

Dear [Salutation]

I write with regard to the [Event/Activity/Sponsored organisation] and thank you for the opportunity for Australian Catholic University (ACU) to become a sponsor. This [event/activity/organisation] aligns with ACU [details of alignment].

**Particulars of the [Event/Activity/Sponsor organisation]**

[Name and ABN if an organisation]

[Name of event or activity if relevant]

[Date of activity if relevant]

[Venue of activity if relevant]

[Event/Activity/Sponsored organisation] is a [Type of initiative or organisation] with the [Mission/aims/objectives] aimed at [Relevant audience details].

ACU confirms acceptance of the sponsorship offered by [Sponsored organisation] based on the delivery of benefits outlined below.

**Particulars of Sponsorship**

ACU agrees to provide the following sponsorship in relation to the event:

Sponsorship Fee: [Value $]

In-kind Sponsorship: [Details or delete if not applicable]

|  |
| --- |
| For example:* Products – eg. merchandise
* Venue space
* Catering
* Audio visual
* Creation of media
* Education programs
* Student support (eg. placements, project work)
 |

In consideration, ACU will receive the following agreed benefits:

[Agreed benefits:]

|  |
| --- |
| For example:* Naming rights
* Branding (logo position)
* Marketing and Promotions
* Signage
* Merchandise
* Networking opportunities
* ACU speaking opportunities
* Official acknowledgements
* Exhibition space
* Complimentary registrations or tickets
* Satchel inserts
 |

Please note that all artwork including the ACU brand must be shared with ACU for approval prior to publishing.

**Management**

The key contact from ACU in managing the sponsorship is:

[Name]

[Title]

[Organisation]

[Address 1]

[Address 2]

[Address 3]

[T: +61 ]

[E: name@acu.edu.au]

[Sponsored organisation] will provide ACU with an evaluation report at the end of the initiative.

**Payment of Sponsorship Fee**

[Sponsored organisation] will provide a correctly rendered tax invoice for the sponsorship fee within 60 days of any due date.

We are delighted to partner in this way with a like-minded organisation and look forward to working together.

Yours sincerely

[Name]