



## Sponsorship Proposal Guidelines

The following information will assist you in completing your sponsorship proposal to the University of Southern Queensland (UniSQ). This document aims to guide you through the questionnaire.

**Please note:** Once you have submitted your application to UniSQ via [Sponsorships@usq.edu.au](mailto:Sponsorships@usq.edu.au), the process can take up to 12 weeks.

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**For more information regarding the sponsorship criteria, it is recommended to review the University of Southern Queensland's Outgoing Sponsorship Policy and Procedure documents prior to completing the Proposal document.**

[Outgoing Sponsorship Policy - University of Southern Queensland \(usq.edu.au\)](#)

[Outgoing Sponsorship Procedure - University of Southern Queensland \(usq.edu.au\)](#)

## Description of sponsorship opportunity

Please list the specific details about the sponsorship opportunity. These should include:

- Financial and non-financial support (include exact dollar amounts)
- Key dates
- Merchandise items required

## The target audience of the organisation/event

Please outline the demographic information of audiences your organisation/event will reach and how you think this might align to UniSQ's target markets e.g. school-aged children and their parents. Please give as much detail as possible and include specific information about the audience, such as; the demographics, motivators etc. For example, you can list that the event is aimed at males and females ranging between 15-44 years of age.

*Example answer: This event will attract year 12 students from over 30 schools in South East Queensland. This relates to UniSQ's target market as many year 12 students go on to University to further their studies and gain a higher education/qualification.*

## Expected audience/reach of the organisation/event

Include details of audience reach through different mediums.

*Example answer: The 2016 event attracted a total of 2000 attendees. This year, it is projected that 5000 people will attend. Promotion of the event through social media, radio campaign, event website and promotional material will expect to reach more than 90, 000 people in Queensland. Last year, Facebook promotion generated over 500 post likes, comments and shares. Also, an advertisement placed in the Queensland Times reached an audience of 118, 000 people across their digital and print platforms.*

## Types of Exposure

Outline the ways in which UniSQ will be promoted through this sponsorship. For example through promotional flyers, television ads, radio ads, booth at event etc.

*Example answer: The University of Southern Queensland's logo will be displayed on program handouts at the event, placed on the event website and UniSQ will be mentioned within the first 3 minutes of the opening speech on the day of the event.*

### **Sponsor's benefits**

Please list all the benefits UniSQ will receive as a part of this sponsorship opportunity, for example free tickets, opportunity for UniSQ staff members to speak at your event, booth at event etc.

If there are any perceived benefits for UniSQ students, please list them here.

*Example answer: The sponsorship will attract many benefits for UniSQ including; 30 free tickets for students, inclusion of the UniSQ logo on all printed promotional material and on a TVC. Also, UniSQ's sponsorship will be mentioned 5 times a day on loud speaker during the event.*

### **Type of promotion/awareness related to the event/organisation**

Please indicate how this event/your organisation will be promoted.

*Example answer: In order to drive awareness of this event, The Chronicle will run 8 media articles over the two months prior to the event. Channel 7 will also broadcast live media coverage on the day of event.*

### **Other sponsors**

List all the sponsors confirmed and unconfirmed that you have reached out to.

### **Category exclusivity**

Indicate the level of sponsorship e.g. naming rights, gold sponsor etc. Additionally, please indicate if UniSQ is going to be the only education provider sponsor for your event. If not, please provide further information.

*Example answer: The organisation is seeking sponsorship opportunities from other universities and higher education providers. Therefore, UniSQ will not receive category exclusivity on this occasion.*

## Evaluation criteria/results post-sponsorship

Outline the evaluation results that UniSQ will receive at the conclusion of the sponsorship. Please include specific data relating to UniSQ's involvement in the sponsorship.

*Example answer: At the completion of the event, UniSQ will receive an evaluation report which will detail the number of people reached on all mediums (e.g. number of engagements per post on social media, media articles published, etc.), number of actual event attendees and their demographics etc.*

## Prior evaluation criteria/results for previous sponsorships

Please provide any accurate historical data on evaluation criteria or results from your previous sponsorship/event i.e. metrics around event reach, media and promotion outcomes.

*Examples of data required:*

- *Number of people reached*
- *Number of people in attendance*
- *Demographics of audiences (age, orientation etc.)*
- *Promotional impact e.g. social media, newsletters, digital and print media etc. (here, you should also detail how many clicks, followers, or viewers there was for the relevant media).*

## Prior Sponsorship arrangements with the University of Southern Queensland

If you have previously applied for Sponsorship with UniSQ, please indicate the support requested and the outcomes.

## Sponsorship opportunity alignment with the University of Southern Queensland's Strategic Objectives, Brand and Target Market

In order to be eligible, there must be an obvious fit between the opportunity seeking support and UniSQ's [strategic objectives](#). You will need to demonstrate this in your application. Please refer to UniSQ's Outgoing Sponsorship Policy for more details.