



Sponsorship Application Form

Please select which type of sponsorship is requested:

Community

Commercial

SECTION 1. APPLICANT DETAILS

Organisation requesting sponsorship, including relevant corporate vehicle if appropriate, (e.g. Pty, Ltd, Not-For-Profit)

Contact Person _____ Title _____

Contact Number _____ Email _____

Postal address _____

ABN _____

A. Brief description and mission/objectives/purpose of the Organisation (e.g. Community, Sporting, Arts)

B. Description of the sponsorship proposal

(Please attach formal proposal, if available. If the proposal covers any of the questions asked below just state 'as in proposal')

C. Detail any previous association with Crown and the current status of such association

D. Detail any other sponsors that are currently involved with your organisation and/or the event proposed

E. Details of your current board members and/or patrons

SECTION 2. SPONSORSHIP DETAILS

A. Description of the proposed sponsorship (cash and/or charitable donation)

Description of Sponsorship	Yes/No
Cash	
Product / In kind	
Both	
Other	

B. How broad is the exposure and profile of the sponsorship (e.g. international, state, or local?)

C. What is the timing of the sponsorship/donation activity?

D. What is the proposed term of the sponsorship?

E. What is the proposed cost per annum (exclusive of GST) of the sponsorship and total amount over the proposed term?

Cash per annum = \$

Contra (in-kind) per annum = \$

SECTION 3. COMMUNITY BENEFIT

A. Describe how your organisation/sponsorship activity benefits the community. For example, does it meet a need in the community, fund medical research or a program, improve the wellbeing of the community, or strengthen and support the community?

B. What do you see as the key community benefits that will come from this sponsorship?

C. What are your key measures for this sponsorship and how will you know that you have achieved them? (Example – reaching a target amount of funding for a service, project, research etc)

D. Why do you think Crown Perth is the right partner/sponsor for you with this project/opportunity? (Example – shared values, local initiative, staff involvement opportunities etc)

SECTION 4. BRAND FIT

A. Which Crown Brand(s) would you envisage the sponsorship complementing and why? For further information on any of these brands please visit www.crownperth.com.au

- Main Gaming Floor _____
- Carbon Sports Bar _____
- MINQ Bar & Lounge _____
- Market & Co Restaurant _____
- Atrium Buffet _____
- The Merrywell _____
- Crown Club _____
- Pearl Room VIP Patrons _____
- Crown Bus Programme _____
- Eve Nightclub _____

- Convention Centre
- Crown Promenade Perth
- Crown Metropol Perth
- Other

SECTION 5. LEVERAGE OPPORTUNITIES

A. Provide some examples of the type of leverage opportunities Crown Perth could build through any association and/or partnership with the sponsorship. (E.g. joint promotions, Crown Perth brand promotion/exposure, access to athletes)

B. Are there any 'money can't buy opportunities' associated with this sponsorship? (E.g. a corporate box, complete with a player appearance and signed memorabilia item for Burswood to use as a promotion prize)

SECTION 6. BUSINESS ALIGNMENT AND BENEFITS

A. In what ways can Crown Perth be involved in the project/opportunity/event?

B. How do you see Crown Perth mutually benefiting from this involvement and our partnership?

C. Which, if any, of Crown Perth's key stakeholders do you think might be involved in this opportunity?

Stakeholder	Y/N
Customers	
Suppliers	
Partners	
Employees	
Government	
The general public	
The community sector in our key core theme areas	

Consumer advocates/critics	
Other	

D. How will these key stakeholders be involved?

E. If not addressed above, detail how Crown Perth's employees could be involved in the sponsorship or organisation

F. Detail any associated benefits and/or opportunities in relation to the following areas :

(1) Level of Status (e.g. naming rights, gold sponsor etc)

(2) Media/communication opportunities (e.g. TV, print, radio, internet, newsletters)

(3) Use of intellectual property (e.g. logos, marks, talent appearances and/or imagery)

(4) Branding & Signage opportunities

(5) Tickets/Hospitality

(6) Other

SECTION 7. OTHER INFORMATION

A. Outline any other information you would like to include that is important to the sponsorship application.

Please email your completed application to communitysponsorship@crowperth.com.au or post to
Public Relations Department, Crown Perth, PO Box 500, Victoria Park WA 6979

Crown Perth reserves the right to ask any further questions which may be needed to assess your application

Your application will be responded to within approximately six weeks time