**SPONSORSHIP APPLICATION**

Please complete this application form to enable your sponsorship request to be assessed appropriately.

Refer to the submission details and allow up to 3 weeks for Tulla to process your requests.

Attachments may be submitted with this form to support your application.

|  |  |
| --- | --- |
| **Contact information** | |
| Name of Organisation/Individual |  |
| Contact Name and Title |  |
| Address | Address for Correspondence if Different: |
| Phone |  |
| Mobile |  |
| Email |  |
| Fax *(if applicable)* |  |
| **Sponsorship information** | |
| Name of Event/Program |  |
| Type of Event/Program*(e.g. conference, award night)* |  |
| Geographic Location |  |
| Date(s) of Event (if applicable) |  |
| Event Frequency (e.g. annual or one-off) |  |
| Concise Description of the Event/Program |  |
| Brief History (include any past involvement of Tulla where relevant) |  |
| Aim and/or Objectives |  |
| Local Community (how does this event/program contribute to the Local Community?) |  |
| Target Audience (who is the event/program aimed at?) |  |
| Estimated Publicity (e.g. attendance numbers, media) |  |
| **Sponsorship Proposal** | |
| Nature of Sponsorship – What Support are You Seeking? *(break down between monetary and other)* |  |
| If Seeking a Monetary component, what will this be used for? *(e.g. printing of program, prize money, event running costs)* |  |
| Overview of Proposed Sponsorship Package being offered to Tulla *(e.g. naming rights, use of The Tulla logo in programs/advertising, media exposure)* |  |
| Use of Tulla Marketing Material Required? *(e.g. logo, banners, etc)* |  |
| Rational *(Briefly explain why Tulla is an appropriate sponsor)* |  |
| Benefits *(What are the benefits that you propose to return to Tulla)* |  |
| How will the Event/Program be evaluated? |  |
| Involvement of other Sponsors *(if applicable)* |  |
| Attachments  List supporting documents *(if applicable)* |  |

Thank you for your interest in Tulla Group and for taking the time to complete this Application Form.

Please submit your completed sponsorship application to:

Tulla Group Pty Limited

Marketing & Communications

Address: PO Box R233 Royal Exchange

NSW 1225 Australia

Email: [sponsorship@tulla.com.au](mailto:sponsorship@tulla.com.au)

Fax: 02 9255 9399