

sponsorship & in-kind support guidelines



Newcastle University Sport (NUsport) and its managed facilities (The Forum University and The Forum Harbourside) receive requests for sponsorship and in-kind support from a variety of local organisations, events and charities each year.

These guidelines have been established to address requests on a case by case basis.

Each request will be carefully assessed to determine if it is in keeping with NUsport's values, marketing and community objectives. We are unable to proceed with requests that do not fit with the above. In addition, budgetary limitations restrict the number of opportunities we undertake each given year.

All requests will be evaluated after the applicable request form has been completed and submitted along with any relevant supporting documentation.

SPONSORSHIP

- In-kind or cash
- Contra agreement
- Use of NUsport facilities or resources.

IN-KIND SUPPORT

- May take the form of memberships to The Forum, its products and services.
- Use of NUsport facilities or resources.

EVALUATION CRITERIA

Priority consideration is given to:

- Existing NUsport partnerships.
- Organisations, events or individuals that conduct business with NUsport.
- Community events.
- Initiatives / activities / groups that:
 - support and / or promote being active and living a healthy lifestyle
 - help achieve NUsport's objective of increasing brand awareness in the wider community
 - can provide an outline on the promotional opportunities NUsport would be able to access
 - support NUsport's aims and objectives within the wider community.

Failure to comply with any of the above evaluation criteria may result in the sponsorship and in-kind support request not being granted.

All sponsorship and in-kind support requests require the approval of NUsport's Executive Management team.

Sponsorship and in-kind support approval can take up to 6 weeks and is not guaranteed.

NUsport reserves the right to approve or deny requests at its own discretion.

Email Sponsorship & In-Kind Support requests to Joeleene.Cheviot@theforum.org.au

UNIVERSITY | HARBOURSIDE

Newcastle University Sport (NUsport)
Head Office: The Forum Sports & Aquatic Centre
University Drive, Callaghan NSW 2308
P 02 4921 7001 F 02 4921 7005
www.theforum.org.au ABN 67 096 090 372 ACN 096 090 372

sponsorship & in-kind support request form



Name of organisation: _____

Address: _____

Contact: _____ Position: _____

Email: _____ Phone: _____

Event: _____ Date: _____

Event purpose: _____

Event location: _____ Estimated attendees: _____

Target audience: _____

Supporting documentation attached: Yes No

Promotional opportunities (please tick):

Logo displayed on promotional material	<input type="checkbox"/>	Website inclusion	<input type="checkbox"/>
Event marketing opportunities	<input type="checkbox"/>	Acknowledgement during event	<input type="checkbox"/>
Acknowledgement through media	<input type="checkbox"/>	Inclusion in promotional material	<input type="checkbox"/>

Other (please provide information): _____

What type of support are you requesting (please tick):

Sponsorship In-kind support Other: _____

Have you received support from NUsport in the past? Yes No

PLEASE NOTE:

- All requests must be submitted at least 6 weeks prior to the event date
- All requests are assessed individually
- Refer to Sponsorship and In-kind Support guidelines for evaluation criteria
- Requests are not guaranteed.

OFFICE USE ONLY

Approved by: _____ Date: _____

Donation approved: _____

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