



Metro Sponsorship Application Form

Please complete the following application form with as much detail as possible. If more space is required, please attach a separate page to this application form.

Name of Organisation

Organisation Status(Charity, Club, ABN, NFP)

Contact Person Position

Address

.....

Contact Details Phone Fax

Email Address

Date of Application

Sponsorship Requested(Specify Cash and/or Benefits)

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1. Outline the purpose of your organisation
 2. Describe the demographic profile and target market of your organisation
 3. Detail what the sponsorship will be used for (for specific events, provide dates and locations, experience of staff and management)
 4. What other companies provide sponsorship to your organisation

- 5. Outline the target audience (demographics and number) and anticipated level of Metro brand exposure.....
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 - 6. Outline the benefits to Metro of the proposed sponsorship.....
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 - a) Naming rights and exclusivity.....
 - b) Image Association.....
 - c) Hospitality.....
 - d) Product exposure and trade incentives.....
 - e) Signage or merchandising rights
 - f) Communications, media, PR and advertising.....
 - 7. Estimated value of benefits
 - 8. Describe how Metro will benefit from the association with your organisation.....
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 - 9. How will the benefits be evaluated and reported?
 - 10. Have you read the Metro Sponsorship Guidelines?.....
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 - 11. Do you agree to adhere to the requirements contained within the Metro Sponsorship Guidelines if your application is successful?
- Signature

Thank you for your application. Metro will respond in writing within fourteen days of receipt, (thirty days for amounts over \$5 000). If you have any further queries, please contact:

Metro Tasmania Pty Ltd
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 Moonah 7009
 Phone 13 22 01
 Fax 6272 8770
 Email correspondence@metrotas.com.au