



## **Metro Sponsorship Guidelines**

### **Sponsorship Philosophy:**

Metro believes it is important to be involved in the communities we operate in and see sponsorship as an important contribution to meeting community needs. Metro will consider applications for sponsorship that focus on:

- People through sport, events and lifestyle
- Community through health and environment

Proposals must also:

- Raise the profile of Metro and passenger transport
- Encourage the use of passenger transport

### **Criteria and Evaluation:**

Metro will evaluate sponsorships so that they maximise opportunities for both Metro and the community. Our key criteria are:

- Increased recognition of the Metro brand
- Enhancement of the Metro image as a good corporate citizen, including the promotion of personal and community health:
  - Exercise (walking to the bus stop)
  - Sporting activities (including sport and community volunteer events)
  - Reduced vehicle emissions (less cars, asthma)
  - Community events
  - Community health & wellbeing
- An ability to involve Metro employees
- Consistency between the objectives of the sponsorship applicant and the corporate values of Metro

### **What is expected in return for sponsorship:**

All successful applications for sponsorship will be required to:

- Sign a sponsorship agreement document which details the benefits and deliverables and includes an obligations charter
- Display the Metro logo within the specifications and guidelines defined
- Complete a calendar of events for Metro specifying media and public relations opportunities
- Report on an agreed basis to Metro of the benefits delivered
- Alert Metro of any conflict of interest or negative publicity or event that will impact on the Metro brand
- Strive at all times to uphold the image of Metro and its corporate values

In the event that Metro agrees to provide sponsorship to an organisation valued at over \$1,000, the disbursement of funds may be subject to an acquittal that the funds have been spent as agreed.

## **What information should be included in the application?**

Your proposal needs to be submitted on the Metro sponsorship application form and include the following information:

- Name, full address and a description of your organisation, target markets and relevant experience
- Details of contact person within your organisation who is involved in the proposed sponsorship
- Type and amount of sponsorship sought
- Details of what the sponsorship will be used for including date and location
- Details of other companies that sponsor your organisation
- Information about the target audience including estimated number of attendees and demographics
- Details of the benefits of the sponsorship, an estimate of their value and how they will be evaluated and reported

Metro will respond in writing within fourteen days of receipt for applications up to a value of \$5,000 and within thirty days for applications over \$5,000.

All enquiries should be directed to:

Metro Tasmania Pty Ltd  
PO Box 61  
Moonah 7009  
Phone 13 22 01  
Fax 6272 8770  
Email [correspondence@metrotas.com.au](mailto:correspondence@metrotas.com.au)