Application for Sponsorship

**Applicants should complete this form in its entirety to enable an assessment of the sponsorship proposal to be made.**

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| **Contact details** | |
| Organisation name (legal entity): | |
| ABN: | |
| Contact person name: | Contact number: |
| Contact email address: | |
| Address: | Postcode: |

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| **Event/activity details** |
| What event or activity are you seeking sponsorship for? Event / Research / Award / Other (please specify) |
| Name of your event/activity: |
| Please provide a brief description of your event/activity (max 50 words): |
| Date of event/activity (if not yet set, please provide a guide (month range)): |
| Website URL for event or activity (if applicable): |
| Anticipated number of attendees (if applicable): |

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| **Organisation details** |
| *In 200 words or less please provide us with a background and credentials of your organisation including its values, history, length of operation and resourcing to support your event/activity.*  *In your response please outline how your organisation aligns with SLA’s vision:*  ***Creating great places where communities thrive.*** |

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| **Sponsorship details** | | | | |
| Type of sponsorship: Cash / Value-In-Kind / Both | | | | |
| What date do you need to receive the sponsorship funds? DD/MM/YYYY  If not yet set, please provide a guide. | | | | |
| History of sponsorship with Suburban Land Agency: | **Year** | **Value** | | **What** |
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| Is your activity/event sponsored by another part of ACT Government?  If yes, please provide details including sponsorship contribution. |  | | | |
| Please advise of other confirmed sponsors/partners of the activity/event (if applicable): |  | | | |
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| What is the maximum number of sponsors who could be involved in your event/activity? |  | | | |
| How will the sponsorship funds provided by the Suburban Land Agency be used? |  | | | |
| **Resourcing**  How will your organisation manage the sponsorship and reporting. What resources will be provided? |  | | | |
| **Title** | | **Responsibility** | |
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| **What are the proposed sponsorship outcomes?**  Please outline the outcomes you hope to achieve and how they align with one or more of SLA’s strategic priorities as outlined in our [Strategic Plan 2024-2027](https://suburbanland.act.gov.au/docs/default-source/strategy-documents/sla-strategic-plan-2024-27.pdf?sfvrsn=fad923a_1). |  | | | |
| **Sponsorship inclusions**  Please provide details of how you will acknowledge SLA’s sponsorship.  Where this can be quantified, please provide more information.  E.g. branding, hospitality, communication/social media, advertising, logo inclusions, panel participation etc. |  | | | |

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| **Sponsorship evaluation and reporting** |
| In applying for sponsorship from SLA you acknowledge post event/activity evaluation and reporting will be required to be provided to SLA within six weeks of activity completion. Specific reporting inclusions could include:   * Relevant statistics including attendance, attendee demographics * Itemised account of sponsorship spend * Advertising/promotional reporting including channels utilised and associated reach/sentiment * Media coverage * Publication details/research outcomes * A meeting or video talking through the outcomes and application of funding.   Please provide details of how you propose the success of the sponsorship will be measured following activity completion? |

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| **Acknowledgement** |
| Please note, you will be required to submit this signed form via email to [SLAengagement@act.gov.au](mailto:SLAengagement@act.gov.au) by the **close date of 17 April 2025.**  I [insert name] declare:   * I have read and understood Suburban Land Agency’s Sponsorship Policy * I am authorised on behalf of [organisation name] to submit this application for sponsorship * the information provided on this form is true and correct.   Name:  Signature:  Date: |