

SECTION D LEVEL OF SUPPORT

Are you seeking financial support? Yes No

If yes, what level of support (in dollars) are you seeking?

Are you seeking in-kind support? Yes No

If yes, what sort of in-kind support are you seeking - for eg, give-away items or CUA branded merchandise?

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ONLY COMPLETE THE FOLLOWING SECTIONS (SECTIONS E, F, G) IF YOU ARE SEEKING FINANCIAL SUPPORT OF \$2,000 OR MORE

SECTION E RECOGNITION OF RELATIONSHIP WITH CUA

Can you offer CUA exclusive naming rights or major sponsorship rights? Yes No

Can you provide information on how often you will be able to use our name and logo (eg: signage, print materials, website)?

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Can we work with you to integrate with our advertising, promotion and publicity? Yes No

Do you have business with CUA? Yes No If no, is there an opportunity for us to gain your business?

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Do you have any ideas through which your event or activity could help us to increase our sales to your audience?

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How many people do you expect to reach and influence through your event, organisation or charity?

Do you have any research you can use to demonstrate how effective your past efforts have been? Yes No If yes, what?

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SECTION F MAKING THE MOST OF THE PARTNERSHIP

Can the activity/event or funds raised be used to 'make a difference' in the community? Yes No If yes, how will this be achieved?

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What are the potential benefits you are offering us?

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How do these benefits relate to CUA's products and services?

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After reviewing our time-frames for Community Support application processing, do you believe you have allowed adequate lead-time to organise/

promote/leverage this proposed relationship? Yes No

SECTION F MAKING THE MOST OF THE PARTNERSHIP (continued)

Can you demonstrate that your proposal is unique or stands out?

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Have you conducted any market research about your organisation/event? Yes No If yes, are the results of this research available for us to review?

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How will you measure the success of the event/sponsorship arrangement?

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If you are planning an event, will the event be available long-term, enabling us to develop an on-going relationship with you?
 Yes No If yes, how often will the event be held?

Is your organisation or the proposed event sponsored by a direct competitor of CUA?
 Yes No If yes, please provide details of the event(s) and our competitors

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SECTION G ENSURING OUR WORKING RELATIONSHIP RUNS SMOOTHLY

Do you have a responsive and professional management structure in place? Yes No

Will you have a dedicated person working with us on this project? Yes No If yes, name

Will you welcome a key member of our staff being involved with your activities to manage the relationship?
 Yes No If no, please state your concerns

Is there an opportunity to involve CUA staff or specific branches? Yes No If yes, which staff/branches?

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Submission Details

Please post or fax your completed form to us using the details below:

Sustainability Coordinator, Marketing Division, Credit Union Australia, GPO Box 2612 Melbourne VIC 3001

Fax: (03) 9615 0517

Office Use Only

Recommendation

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Additional comments

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