

SECTION C: LEVEL OF SPONSORSHIP

What level of sponsorship (dollars or 'in kind') are you seeking? _____

SECTION D: RECOGNITION OF RELATIONSHIP WITH SOUTHERN CROSS CREDIT UNION

Can you offer SCCU exclusive naming rights or major sponsorship rights? YES NO

Can you provide information on how you will be able to use our name and logo? (Eg. Signage, print materials, website, publicity strategies, event launch and promotion etc.) _____

Do you have a dedicated media campaign with a secured media sponsor? YES NO _____

Do you have your business with SCCU? YES NO *If no, is there an opportunity for us to gain your business?* _____

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

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, please attach to this form.

SECTION E: 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? _____

What are the potential benefits you are offering SCCU? _____

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

After reviewing our timeframes for Community Partnership Application processing, has adequate lead-time been allowed to organise/promote/leverage this proposed relationship? YES NO

Can you demonstrate how your proposal stands out? _____

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?* _____

How will you evaluate the success of the event/sponsorship arrangement? _____

If you are planning an event, will this 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?* _____

SECTION F: 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?* _____

Is there an opportunity to involve SCCU staff or specific branches? YES NO

Please include a list of sponsors who have committed to date, and endorsements from former sponsors if possible.

SUBMISSION DETAILS

Please mail, fax or email your completed form and any appropriate attachments to us using the details below;

Development Officer, Southern Cross Credit Union, P.O. Box 2, Murwillumbah NSW 2484

Fax: 02 66 722 332

Email: Lyndie.Dennehy@sccu.com.au

OFFICE USE ONLY	DATE: _____
Recommendation: _____	_____
_____	_____
_____	_____
Additional Comments: _____	_____
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