



# Application for Sponsorship 2022

## General Guidelines:

Applications should be typed and not longer than three A4 pages including budget. Attachments may be included, however please do not include any original documents as items submitted will not be returned. Please note that we do not sponsor individual applicants.

Sponsorship applications will be assessed at Visual Connections' monthly Board meetings. The deadline for sponsorship applications is **two weeks prior to the Board meeting**.

## Meeting Dates:

- Thursday 24 March 2022 (Deadline for applications Thursday 10 March 2022)
- Thursday 12 May 2022 (Deadline for applications Thursday 28 April 2022)
- Thursday 8 September 2022 (Deadline for applications Thursday 25 August 2022)
- Thursday 17 November 2022 (Deadline for applications Thursday 3 November 2022)

*N.B. Applications will not be assessed outside of these dates.*



## APPLICANT INFORMATION

1. Name of organisation: \_\_\_\_\_

Contact person: \_\_\_\_\_

Address: \_\_\_\_\_

Suburb: \_\_\_\_\_ Postcode: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Australian Business Number (ABN): \_\_\_\_\_

Email: \_\_\_\_\_

2. For what purpose do you seek sponsorship from Visual Connections?  
(i.e. conference, seminar, professional education.)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3. Are you a profit or non-profit organisation? \_\_\_\_\_

4. Are you incorporated? (Tick Box)  Yes  No

5. Do you have a Mission or Charter? (Tick Box)  Yes  No  
(NB: If so, please include it in your application)

6. If you are an incorporated organisation, please provide:

Name of CEO/Administrator: \_\_\_\_\_

Name of Project manager: \_\_\_\_\_

## MEMBERSHIP INFORMATION

7. How many members are there in your organisation? \_\_\_\_\_

8. What is your annual membership fee? \$ \_\_\_\_\_

9. What type of membership structure do you have (i.e. tiered etc)? \_\_\_\_\_

\_\_\_\_\_

10. Define your membership profile: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## AUDIENCE INFORMATION

11. How many participants are expected to attend the event/activity? \_\_\_\_\_

12. Is the activity national or state-based? \_\_\_\_\_

13. Is the activity an annual event, or one-off? \_\_\_\_\_

14. Has Visual Connections sponsored your organisation before?  Yes  No

15. If yes, please give details including which year: \_\_\_\_\_

\_\_\_\_\_

16. What was the value of the past sponsorship? \$ \_\_\_\_\_

17. What, in particular, are you asking Visual Connections to sponsor?  
(i.e. guest speaker costs, general running costs, promotional activities, etc.)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

18. Amount of sponsorship sought: \$ \_\_\_\_\_

Please provide detailed budget for the activity which includes the use of sponsorship funds. Note that Visual Connections does not fund retrospectively, nor does it fund annual activities on an ongoing basis. Annual activities should submit in the year the funding is required and not assume that activities previously funded will be granted sponsorship in the future.

Total Cost of Activity \$ \_\_\_\_\_ % \_\_\_\_\_

Visual Connections Sponsorship \$ \_\_\_\_\_ % \_\_\_\_\_

Total Budget \$ \_\_\_\_\_ % \_\_\_\_\_

When are funds required: \_\_\_\_\_

**19.** Please suggest ways in which Visual Connections' sponsorship could be acknowledged:

Media Exposure  Yes  No

Signage at the event  Yes  No

Guest speaker opportunity  Yes  No

Hospitality /Complimentary tickets/entry  Yes  No

Program credit  Yes  No

Website inclusion/link  Yes  No

Other: \_\_\_\_\_

**20.** How does your proposed activity meet the Visual Connection sponsorship objectives of education and/or training for the printing, signage and graphic arts communications industry? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**21.** How do you propose to acquit this sponsorship if successful? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**22.** Is there any additional information which may assist us in assessing your application? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

*Please note that this information will be treated in strictest confidence and used only for the purposes of assessing your sponsorship request. Sponsorship applications will not be assessed unless the application is complete. All applicants will be advised in writing as to the status of their application.*