



USQ Sponsorship

Guidelines for application

The following information will assist you in completing your sponsorship application with the University of Southern Queensland (USQ). This document guides you through the application and provides some examples for the majority of the questions.

Please note: Once you have submitted your application to USQ, the process can take up to 12 weeks, and anywhere between 1-6 weeks for in-kind requests.

Sponsorship details

University of Southern Queensland sponsorship exclusions

USQ will not provide support for organisations that fall within the following list of exclusions:

- Support political organisations.
- Denigrate, exclude or offend minority groups.
- Encourage violence, gambling, consumption of alcohol, smoking or drug abuse.
- Mistreat or harm animals.
- Create environmental hazards.
- Present a danger to public health or safety.

Description of sponsorship opportunity

Please list the specific details about the sponsorship opportunity. These should include:

- Financial and non-financial support (include exact dollar amounts)
- Key dates
- Merchandise items required

Who is the target audience of the organisation/event and how does this sponsorship opportunity fit with the University of Southern Queensland's target audience?

Please outline the demographic information of audiences your organisation/event will reach and how you think this might align to USQ's target markets e.g. school aged children and their parents. Please give as much detail as possible and include specific information about the audience such as; the demographics, motivators etc. For example, you can list that the event is aimed at males and females ranging between 15-44 years of age.

Example answer: This event will attract year 12 students from over 30 schools in South East Queensland. This relates to USQ's target market as many year 12 students go onto University to further their studies and gain a higher education/qualification.

What is the expected audience/reach of the organisation/event?

Include details of audience reach through different mediums.

Example answer: The 2016 event attracted a total of 2000 attendees. This year, it is projected that 5000 people will attend. Promotion of the event through social media, radio campaign, event website and promotional material will expect to reach more than 90, 000 people in Queensland. Last year, Facebook promotion generated over 500 post likes, comments and shares. Also, an advertisement placed in the Queensland Times reached an audience of 118, 000 people across their digital and print platforms.

What type of exposure will the University of Southern Queensland receive from this sponsorship?

Outline the ways in which USQ will be promoted through this sponsorship. For example through promotional flyers, television ads, radio ads, booth at event etc.

Example answer: The University of Southern Queensland's logo will be displayed on program handouts at the event, placed on the event website and USQ will be mentioned within the first 3 minutes of the opening speech on the day of the event.

What benefits will the University of Southern Queensland obtain from this sponsorship? Please also include any specific benefits for USQ students.

Please list all the benefits USQ will receive as a part of this sponsorship opportunity, for example free tickets, opportunity for USQ staff members to speak at your event, booth at event etc.

If there are any perceived benefits for USQ students, please list them here.

Example answer: The sponsorship will attract many benefits for USQ including; 30 free tickets for students, inclusion of USQ logo on all printed promotional material and on a TVC. Also, USQ's sponsorship will be mentioned 5 times a day on loud speaker during the event.

What type of promotion/awareness driving events will the event/organisation receive?

Please indicate how this event/your organisation will be promoted.

Example answer: In order to drive awareness of this event, The Chronicle will run 8 media articles over the two months prior to the event. Channel 7 will also broadcast live media coverage on the day of event.

Are there other sponsors? If yes, please provide details:

List all the sponsors confirmed and unconfirmed that you have reached out to.

Will the University of Southern Queensland receive category exclusivity for this sponsorship? Please provide details:

Indicate the level of sponsorship e.g. naming rights, gold sponsor etc. Additionally, please indicate if USQ is going to be the only education provider sponsor for your event. If not, please provide further information.

Example answer: The organisation is seeking sponsorship opportunities from other universities and higher education providers. Therefore, USQ will not receive category exclusivity on this occasion.

What evaluation criteria/results will be shared after the sponsorship?

Outline the evaluation results that USQ will receive at the conclusion of the sponsorship. Please include specific data relating to USQ's involvement in the sponsorship.

Example answer: At the completion of the event, USQ will receive an evaluation report which will detail the number of people reached on all mediums (e.g. number of engagements per post on social media, media articles published, etc.), number of actual event attendees and their demographics etc.

If evaluation criteria/results exist for previous events/sponsorships, please provide details:

Please provide any accurate historical data on evaluation criteria or results from your previous sponsorship/event i.e. metrics around event reach, media and promotion outcomes.

Examples of data required:

- *Number of people reached*
- *Number of people in attendance*
- *Demographics of audiences (age, orientation etc.)*
- *Promotional impact e.g. social media, newsletters, digital and print media etc. (here, you should also detail how many clicks, followers, or viewers there was for the relevant media).*

Has this organisation/event requested and/or been provided with sponsorship by the University of Southern Queensland before? If yes, please provide details:

If you have previously applied for Sponsorship with USQ, please indicate the support requested and the outcomes.

How do you think this sponsorship opportunity fits with the University of Southern Queensland's [strategic objectives](#)?

In order to be eligible, there must be an obvious fit between the opportunity seeking support and USQ's strategic objectives. You will need to demonstrate this in your application.

Example answer: This event will bring together the best in research and innovation across plant and food sciences, across celebrate multiculturalism, which will provide a positive societal impact. This directly fits with USQ's objective to broaden higher education and social impact that makes a difference to communities.