

SPONSORSHIP ASSESSMENT FORM

Please complete the Sponsorship Assesment Form to enable an assessment of the sponsorship proposal to be made.

Contact details				
Rights holder (legal entity):				
Contact person name:			Contact number:	
Contact email address:				
Address:			Postcode:	
Event details				
Name of event or activity:				
Venue/location of event:				
Date of event/s or activities:		Type of event or activity: one-off activity or an annual event		
Website URL for event or activity:			<u> </u>	
Sponsorship details				
Type of sponsorship:	cash	or	ue-in-kind	
Sponsorship fee or value assigned:				
History of sponsorship with McIntyre Dick:	YEAR		VALUE	
Welltyle Dick.				
Sponsorship hierarchy/level:				
For example, major partner, official supplier, supporting sponsor.				
Other sponsors/partners:	SPONSOR / PARTNERS		VALUE / LEVEL	
What is the maximum number of				
sponsors who could be involved and at what level/hierarchy?				
and at what level/filleratory!				

Sponsorship details continued	
Background	
Please provide us with a background and credentials of your organisation ncluding its values, purpose, history and length of operation.	
How will the sponsorship funds provided by McIntyre Dick predominantly be used?	
What are the proposed sponsorship outcomes?	1
	2
	3
	4
	5
Target audience	1. Primary:
Please include any supporting research and demographics.	2. Secondary:
	3. Tertiary:
	Supporting research and demographics:
Peach of the appropriate	
Reach of the sponsorship How many people see, attend or are	
involved?	
Media partners and exposure	
What, if any, media partners are confirmed and what is the expected media exposure?	
and what is the expected media exposure:	

Sponsorship details continued						
Alignment						
Please describe the sponsorship						
benefits and how your activity, event or organisation could assist in						
or organisation could assist in acheiving McIntyre Dick's sponsorship goals.						
Marketing communications						
Marketing, communications and event plans:	Attached	☐ No	Not appl	icable		
Resourcing						
How will the organisation manage the sponsorship and what resources						
will be provided?						
	TITLE			RESPONSIBILITY		
Sponsorship evaluation and reporting						
Detail how the success of the						
sponsorship will be measured following key execution/events.						
	Date reporting to be supplied:					
	Date reporting to be supplied:					