





## **Sponsorship Guidelines**

We encourage applicants to take the time to answer each of the below Sponsorship Application Criteria questions within their sponsorship proposal to assist us with assessing your application.

All applications shall be reviewed as per our sponsorship criteria and a response will be provided to the applicant within fifteen working days. Requests to expedite this process cannot be granted.

SeaLink Queensland undertakes sponsorships that are in line with their corporate and marketing objectives to increase community awareness of the company's services and to support the Magnetic Island and Palm Island communities.

In line with this SeaLink Queensland will favour proposals that will:

- Benefit a credible charity or organisation
- Benefit the residents of Magnetic or Palm Island
- Is an event or activity that promotes or increases visitation to Magnetic Island or Palm Island and enhances the visitor experience

To ensure that we are able to keep our ticket prices affordable for the travelling public, SeaLink Queensland has limited travel sponsorships available and will not always be able to approve applications that meet the sponsorship criteria.

Annual events/activities are cautioned not to assume that SeaLink Queensland can extend the same support annually, as we may wish to extend support to another event/activity that has previously not benefitted from SeaLink Queensland's support.

Sponsorship agreements will be valid for one financial year period only.

## **Promotional Requirements**

Below is a list of promotional opportunities that should be made available to SeaLink Queensland if possible:

- The SeaLink Queensland logo is to be included in any publication, flyers, posters, written material or television advertising that is used to promote the sponsored event/organisation.
- In the event radio advertising is used to promote the event, verbal acknowledgement of SeaLink Queensland's contribution must be included depending on the amount of financial or product sponsorship contributed to the event.
- SeaLink Queensland sponsorship or involvement is also to be included in media releases regarding the event.
- SeaLink Queensland is to be given the opportunity to display signage at events that are sponsored by the company as is appropriate.
- A link to the SeaLink Queensland website is to be included from the organisation's website.
- Your organisation must agree to be profiled by SeaLink Queensland on our website, customer newsletter and other promotional opportunities to demonstrate our support for the community.

Please email [marketingqld@sealink.com.au](mailto:marketingqld@sealink.com.au) for approval for logo placement and media promotions.



## **Sponsorship Application Criteria**

Please address the following Sponsorship Application Criteria. You may also wish to include additional information or promotional material to support your application.

1. Please detail how this sponsorship will expose SeaLink Queensland to networking opportunities with community groups, industry leaders, educational or environmental figures etc:
2. What promotional opportunities will be offered to SeaLink Queensland through the sponsorship of your organisation. Please detail other major and minor sponsors (proposed and confirmed) and any exclusivity arrangements:
3. Please detail the PR and marketing plans for this event/organisation including any paid advertising or free advertising opportunities the organisation is likely to undertake to promote the event:
4. Please provide a description of the proposed event/activity to be sponsored:
5. What is the number of people expected to view or participate in the event:
6. Please outline the benefits to SeaLink Queensland in sponsoring the proposed event/organisation and how will SeaLink Queensland be recognised for our support:
7. If SeaLink Queensland has sponsored your event/organisation previously, please provide evidence of how SeaLink Queensland was recognised:
8. Please detail your travel sponsorship request, including the following information
  - Travel to/from Magnetic Island or Palm Island
  - Discounted or free travel
  - Number of return tickets required (adult or child)
  - Intended travel date/s

Queries and completed applications should be forwarded to:

Narelle Crawley  
Marketing & Product Coordinator  
SeaLink Queensland  
P.O. Box 1194  
Townsville 4810

or by e-mail to: [marketingqld@sealink.com.au](mailto:marketingqld@sealink.com.au)