

## Sponsorship guidelines and requirements

- > Requests for sponsorship from Newcastle Airport Limited (Newcastle Airport) should be from legally constituted organisations / groups rather than individuals.
- > Sponsorship offers are subject to the availability of funds in the Airport's budget.
- > Sponsorships are made on a singular basis with no guarantee of ongoing funding (unless specifically agreed to in the sponsorship agreement).
- > Preference is given to activities/events/projects that will increase the number of passengers passing through the Airport, or activities/events/projects that complement the Newcastle Airport Community Engagement Program.
- > Sponsorship submissions must include a completed Newcastle Airport sponsorship form.
- > Sponsored organisations/groups are required to use the Newcastle Airport logo where agreed and acknowledge Newcastle Airport's contribution in appropriate publicity, publication and reports.
- > A written report, including the organisations/groups evaluation and measurement of success or otherwise, must be received by Newcastle Airport within six weeks of the completion of the activity/event/project.

### Evaluation criteria

Requests for sponsorships will be evaluated based on the criteria below:

- > Demographic of the target audience is consistent with Newcastle Airport's target market
- > The sponsorship has the propensity to increase Newcastle Airport's patronage
- > The sponsorship has a community focus and what is beneficial to the community
- > There is appropriateness between the requesting association organisation/group and Newcastle Airport
- > The scheduling of the activity/event/project fits into Newcastle Airport's annual sponsorship timetable
- > The sponsorship provides brand awareness value to Newcastle Airport in the community
- > The sponsorship is beneficial for Newcastle Airport

### Sponsorship exclusions

- > In general, Newcastle Airport will not consider the following for sponsorship:
- > Individuals
- > Programs that denigrate, exclude or offend any persons, organisations or groups
- > Programs that may present a hazard to the community
- > Programs that create environmental hazards
- > Religious or political activities
- > Activities which are not in-line with Newcastle Airport's branding objectives
- > Organisations whose business is substantially derived from the sale of alcohol, tobacco or firearms

### Applications

Proposals should be submitted using the Newcastle Airport sponsorship application form. Information should be presented in a concise manner and ensure that a clear statement is provided for each item.

Sponsorship proposals should be submitted as follows:

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